WINE INTELLIGENCE

GLOBAL TRENDS IN WINE 2020

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Atualizado em 25 de março de 2020

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CONTENTS

INTRODUÇÃO: Atualizado por Lulie Halstead em 25 de março de 2020

Publicamos esta nova edição do relatório anual Global Trends in Wine em janeiro de 2020.

Deste então, uma grande tendência que não pudemos antecipar – a pandemia global do Coronavírus – se sobrepôs a todas as outras e dominou a agenda econômica, política e social de todo o mundo de uma maneira sem precedentes.

Nas últimas semanas, nós nos fizemos duas perguntas: neste novo contexto, **até que ponto as previsões publicadas no início do ano permanecem relevantes? E de que forma estas tendências se desenvolverão, dada a atual crise e as suas consequências futuras?**

Em janeiro – poucas semanas atrás, mas que já parece a uma outra era – nós reportamos que os temas chave das tendências globais do vinho para 2020 giravam em torno de quatro áreas: **Relacionamento, Varejo, Repertório e Responsabilidade**. No novo ambiente, acreditamos que estas 4 macro-tendências permanecem tão válidas quanto eram no mundo pré-coronavírus. Porém, a maneira como elas vão se manifestar e as suas trajetórias de evolução daqui para frente sem dúvidas sofrerão mudanças.

Estamos divulgando agora esta atualização do relatório **Global Trends in Wine 2020** como uma fonte aberta. Acreditamos firmemente que uma boa estratégia e execução de negócios precisa começar com um bom entendimento dos fatores determinantes e das transformações em nossa categoria que, em alguns casos, vêm se desenvolvendo há anos. Para as empresas do vinho ao redor do mundo que, como nós, estão agora elaborando planos para lidar com os desafios extraordinários que cada dia traz, esperamos que este estudo forneça informações úteis.

Sobre a estrutura do relatório: atualizamos nossos comentários das tendências com informações sobre o potencial impacto da atual crise sobre cada previsão – a curto e médio prazo. O conteúdo principal e os exemplos permanecem os mesmos do primeiro relatório.

Muito obrigado,

Lulie Halstead

March 25th 2020

Global Trends in Wine 2020

Relacionamento

- Envolvimento em alta – Conhecimento em queda
- Cresce o impacto visual

Varejo

- Consumidor mais maduro
- Cresce oportunidade no on-trade
- Premiunização

Repertório

- Substituição do vinho
- Mudam as escolhas de vinho
- Rosé universal

Responsabilidade

- Moderação
- Compromisso ético em alta

Apesar dos níveis decrescentes de conhecimento sobre vinhos, a proporção de consumidores altamente envolvidos com a categoria continuou a aumentar em todo o mundo em 2019.

No atual contexto de isolamento, onde a demanda do on-trade deve ser transferida em parte para o varejo e majoritariamente para o online, prevemos que **o conhecimento sobre vinhos possa de fato aumentar**. O trabalho de pesquisa para encontrar um vinho na internet e o maior tempo livre para ler conteúdos e comentários online poderão enriquecer os níveis de conhecimento destes consumidores. No geral, **o nível de envolvimento também deve aumentar,** pois os consumidores terão mais tempo disponível para explorar a categoria.

Atualizado em
25 de março de 2020

Como pode o conhecimento de vinhos diminuir, ao mesmo tempo em que cresce o envolvimento com a categoria? Nossos dados apontam para um fenômeno conhecido como "descarga cognitiva", definido como a utilização do ambiente externo para reduzir a nossa demanda de memória. Essa mudança na maneira como retemos e recuperamos informações é impulsionada pelos nossos *smartphones*. Já se foram os dias em que precisávamos recordar a marca ou o estilo de vinho que preferimos. Agora basta checar aquela foto que tiramos de um rótulo ou consultar o Google. Simples e sem necessidade de memorizar mais uma informação em nossos cérebros ocupados e desordenados.

Positivamente para o vinho, os consumidores estão ao mesmo tempo se envolvendo cada vez mais com a categoria, o que significa que a bebida está desempenhando um papel cada vez mais importante em suas vidas, mesmo que tenham cada vez menos conhecimento "técnico" sobre ela.

Mas há uma diferença entre gêneros: as mulheres têm um nível de conhecimento sobre vinhos igual ou até mesmo superior ao dos homens, porém apresentam um nível de envolvimento menor com a categoria.

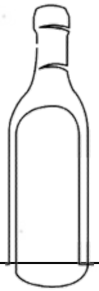
Contrariando as expectativas, os bebedores de vinho premium não apresentam um conhecimento substancialmente superior em comparação ao restante dos consumidores. No entanto, eles demonstram mais confiança na hora de escolher os seus rótulos.

Envolvimento em alta – conhecimento em queda

O impacto e o apelo do *design* e da embalagem de um rótulo de vinho se tornaram ainda mais importantes para os consumidores em 2019 do que nos anos anteriores.

A decisão de qual vinho levar segue como a fase mais complexa na jornada de compra do consumidor. Ele pode encará-la como uma distração agradável ou um exercício frustrante ao final de uma ansiosa saída ao supermercado. De qualquer forma, **a atratividade e a adequação do design da garrafa e do rótulo continuarão crescendo em importância em 2020 e além**.

Atualizado em
25 de março de 2020



As primeiras impressões são sempre importantes, e isso é definitivamente verdadeiro quando se trata de rótulos e embalagens de vinho. Em um mundo cada vez mais visual, contamos com imagens atraentes que transmitem mensagens de maneira rápida e clara para informar nossas decisões. O aprimoramento do design de embalagens em outras categorias de bebidas impulsionou a mesma expectativa e demanda dentro do mercado do vinho.

Em todos os mercados pesquisados, o apelo do *design* da garrafa e/ou do rótulo é cada vez mais importante na escolha dos consumidores de vinho, principalmente para os homens e os consumidores de meia-idade.

Os melhores gestores de marca dobrarão o investimento em rotulagem e *design*, buscando modelos que equilibrem o delicado balanço entre distinção e confiabilidade na categoria do vinho. Fique atento a garrafas com designs, rótulos, desenhos e cores mais criativos – projetadas para atrair a atenção de consumidores que têm pouco tempo e são orientados ao visual, mas sem perder a estética clássica que transmite segurança na compra.

Cresce impacto visual

Em 2019, a população de consumidores de vinho em todo o mundo continuou a envelhecer, enquanto os consumidores mais jovens permaneceram individualmente mais valiosos para a categoria.

Embora a pandemia tenha maior impacto sobre as gerações mais velhas, **não existe expectativa de mudança na tendência global de envelhecimento populacional.** Portanto, conforme a população envelhece, prevemos que os bebedores de vinho continuarão amadurecendo e se tornando mais 'experientes' e bem informados devido ao crescente tempo de envolvimento com a categoria.

Atualizado em
25 de março de 2020

Consumidor mais maduro

"Envelhecimento ativo" é o termo utilizado pela Comissão Europeia e pela Organização Mundial de Saúde, referindo-se à crescente proporção de idosos com uma vida social ativa em todo o mundo. Em 2060, espera-se que 30% da população global tenha mais de 65 anos e, à medida em que essa proporção cresça e mantenha estilos de vida cada vez mais ativos, os bebedores de vinho maduros terão cada vez mais relevância para a categoria.

Em linha com a tendência global de envelhecimento populacional, a proporção de bebedores de vinho maduros continua a aumentar, com mais de 20% dos bebedores regulares da categoria pertencendo ao grupo de 65 anos ou mais nos principais mercados da bebida.

Os consumidores de vinho com mais de 55 anos de idade representam o maior grupo etário da categoria, embora fiquem para trás em termos de volume individual consumido e valor gasto por garrafa na comparação com os mais jovens.

Estes consumidores têm mais experiência e conhecimento sobre vinhos, devido ao maior tempo de envolvimento com a categoria. Porém, demonstram menos confiança que os mais jovens. Além disso, descrições de sabor, harmonizações e a maioria das embalagens alternativas tendem a ter menor influência sobre a decisão de compra dos mais velhos.

Source: [1]ec.Europa.eu

A frequência do consumo de vinho no on-trade, em todas as ocasiões, aumentou em muitos mercados até o final de 2019.

No momento, testemunhamos a interrupção repentina e sem precedentes das atividades destes estabelecimentos. Em contraste, muitos canais do varejo off-trade reportam nas últimas semanas picos de venda similares ao Natal, embora não haja expectativa de continuidade desta demanda. A inevitável recessão econômica global que se encaminha sugere que **o consumo doméstico de vinhos será uma tendência de médio e potencialmente longo-prazo.** No entanto, permanece a necessidade fundamental de ter uma experiência forte e memorável para o consumo de vinho fora de casa – apenas com menor frequência e orçamentos mais restritos.

Atualizado em
25 de março de 2020

wine intelligence

Comer não é mais o motivo principal para jantarmos fora, mas sim a oportunidade de capturar uma experiência memorável – e em muitos casos registra-la nas redes sociais. O chef-celebridade Heston Blumenthal chegou ao ponto de desencorajar seus clientes a tirar fotos dos pratos, argumentando que isso atrapalha a experiência gastronômica.

Em comparação a 10 anos atrás, os consumidores estão bebendo vinho com maior frequência e gastando mais no on-trade, como demonstra o aumento do tíquete médio em todas as ocasiões de consumo fora do lar em mercados como o Reino Unido, EUA, Austrália e Japão. Nos EUA e no Reino Unido, consumidores estão optando por categorias de vinho superiores, principalmente para beber e relaxar no final do dia.

Refletindo o estilo de vida da sua geração, os bebedores mais jovens consomem vinho com maior frequência no on-trade que os mais velhos. No entanto, vale observar que a frequência geral de consumo de vinhos cresce na maioria dos grupos etários nos EUA e no Reino Unido.

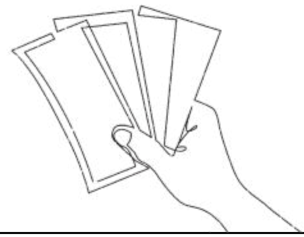
Crescente oportunidade no on-trade

Source: The Guardian

Os consumidores de vinho em muitos mercados desenvolvidos continuam a beber menos, mas melhor. Até o final de 2019, vimos um declínio na frequência do consumo de vinho, enquanto o gasto típico por garrafa aumentou.

A situação atual pode representar **uma interrupção temporária na tendência de premiunização**. O choque sobre a economia global não tem precedentes, embora muitos analistas acreditem que será de curta duração. As economias vão se recuperar, mas a confiança do consumidor pode levar mais tempo para retornar. O fator custo/benefício será primordial nas decisões de compra, particularmente para a categoria do vinho, que oferece uma ampla gama de preços, incluindo opções de qualidade a valores mais acessíveis.

Atualizado em
25 de março de 2020



Há uma tendência de premiunização na categoria do vinho impulsionada pelos consumidores mais jovens. No entanto, quando se trata de gênero, as mulheres estão significativamente sub-representadas entre os que bebem vinhos premium, geralmente gastando menos por garrafa do que os homens

A frequência média do consumo de vinho caiu nos principais mercados, refletindo uma menor incidência dos chamados “heavy drinkers”.

A participação de mercado dos vinhos premium, super premium e ultra premium está projetada para crescer até 2023, impulsionada pela China e pelos EUA, enquanto as vendas de vinhos de menor valor devem cair.

Os mais jovens também têm maior probabilidade de consumir vinhos premium. Além disso, os consumidores de vinho premium são majoritariamente homens nos mercados desenvolvidos da bebida.

Premiunização

Source: IWSR 2019

A população de bebedores regulares e frequentes do vinho está encolhendo, enquanto os consumidores optam por outras categorias alcoólicas, ou ainda por não consumir álcool em algumas ou todas as ocasiões.

Prevemos que este padrão de substituição de categoria permanecerá numa trajetória similar ao que era observado antes da pandemia do Coronavírus.

Atualizado em
25 de março de 2020

Bebedores costumavam se classificar como "do vinho" ou "da cerveja". Porém, acompanhando uma tendência social mais ampla, consumidores declaram hoje gostar de "um pouco de tudo". Em vez de escolher uma categoria por ocasião, hoje as pessoas tendem a beber um frisante no final da tarde, mudar para um coquetel antes do jantar e depois talvez apreciar uma taça de vinho.

Desde 2015, houve uma queda no número de bebedores regulares da categoria nos principais mercados, com ¼ destes consumidores bebendo vinho com menor frequência.

A tendência de redução no consumo de vinho é mais forte entre os mais jovens, que estão substituindo a bebida em algumas ocasiões por outras categorias alcoólicas e sem álcool.

Enquanto no Reino Unido os consumidores regulares da categoria estão trocando o vinho principalmente pelo gin, nos EUA eles tendem a optar pela cerveja e pelos "hard seltzers" – bebidas gaseificadas e saborizadas a base de vinho.

Por outro lado, em mercados emergentes, como China e México, uma proporção crescente de consumidores está bebendo mais vinho do que antes.

Substituição do vinho

Principalmente entre os *millennials*, os consumidores estão mudando as suas escolhas de vinho – bebendo de um repertório mais diverso de uvas, enquanto reduzem a variedade de países de origem.

Nos países produtores, prevemos um foco renovado no vinho nacional e local, refletindo as tendências crescentes de nacionalismo e protecionismo. Com a atual crise, isso também deve se refletir nas agendas dos consumidores para apoiar negócios locais do vinho. Potencialmente, pode haver uma reação contra determinados países e regiões, dependendo de como a pandemia for gerenciada.

Atualizado em
25 de março de 2020

wine intelligence

Há uma mudança na maneira como os consumidores estão se envolvendo com as suas escolhas de vinho. Por um lado, os bebedores estão reduzindo a variedade de origens dos seus vinhos. Por outro, eles parecem diversificar as escolhas de uvas e formatos de embalagem.

- O repertório de uvas dos consumidores está se expandindo, particularmente na direção de varietais tintas de nicho.

- Embora mais consumidores afirmem que o país de origem é importante na escolha do vinho, eles também declaram beber de um repertório menor de origens produtoras.

- Esta redução na diversidade de países é impulsionada pelos consumidores mais jovens em mercados maduros, enquanto na Coréia do Sul houve aumento no repertório de origens entre os bebedores Millennnials.

- Consumidores mais jovens são os principais impulsionadores dos formatos de embalagem menores. Profissionais do setor acreditam que as maiores oportunidades para a indústria do vinho se encontram nas embalagens alternativas, principalmente nas garrafas de vidro mais leves.

Mudam as escolhas de vinho

Rosé universal

O vinho rosé continuou a crescer, impulsionado por um amplo apelo em todos os grupos de consumidores e apoiado pelo aumento da premiunização dentro desta subcategoria.

Prevemos que esta tendência continue e potencialmente se acelere à medida em que o hemisfério norte se aproxima do verão, gerando um aumento na demanda por este tipo de vinho. O Rosé também se beneficia do fato de ser encarado pelo consumidor como “um pequeno prazer” ou “recompensa”, o que pode trazer um aumento adicional nas vendas no médio ou longo-prazo.

Atualizado em
25 de março de 2020

Parece que todos estão tomando ‘rosa’. O Instagram está cheio de fotos de bebedores relaxando com um gin rosa ou uma taça de vinho rosé. O apelo visual somado ao aumento na qualidade dos rosés estão atraindo consumidores de todas as idades e gêneros.

A proporção de bebedores de vinho que consome rosé aumentou significativamente desde 2007 em vários mercados. Ao mesmo tempo, muitos destes consumidores estão trocando as opções mais baratas por rótulos premium, com a Provence liderando o mercado dos rosés de qualidade.

Na Austrália e no Reino Unido, por exemplo, homens e mulheres de todas as idades estão impulsionando o aumento no consumo de rosé, principalmente entre os Millennials.

Assim como para brancos e tintos, o principal motivador na escolha de um rosé é a harmonização com alimentos, principalmente entre os consumidores da Coréia do Sul, do Brasil, de Singapura e dos EUA.

Embora a França seja a origem produtora mais popular do vinho rosé, os consumidores também estão optando por rótulos nacionais.

A tendência da moderação teve um aumento contínuo, impulsionando a substituição do vinho por alternativas de baixo ou nenhum teor alcoólico.

No entanto, as evidências apontam que a abstinência geralmente não ocorre em períodos de crise e que, pelo contrário, o consumo alcoólico pode aumentar. No atual contexto, os dados mais recentes sugerem que os consumidores estão ‘moderando, mas bebendo mais’. **Ou seja, por um lado estão optando por bebidas de baixo ou nenhum teor alcoólico. Por outro, o confinamento em casa pode levar ao aumento da frequência de consumo**.

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25 de março de 2020

Os tempos estão mudando. Em todo o mundo, observamos um consumidor mais consciente com relação à saúde e ao estilo de vida, optando cada vez mais por bebidas com baixo ou nenhum teor alcoólico. O resultado final desta tendência é o crescimento de uma população global de consumidores que está escolhendo moderar ativamente a ingestão de bebidas alcoólicas.

Uma proporção cada vez maior dos consumidores leva em conta o teor alcoólico na escolha do vinho, o que se correlaciona com o aumento global da conscientização sobre o consumo de álcool.

Em comparação com 2018, a proporção de pessoas que está moderando o consumo alcoólico cresceu, tendência impulsionada pelos consumidores Millennials.

Entre aqueles que declaram estar reduzindo ativamente o consumo de álcool, a maioria afirma que, em vez de não beberem, estão optando por categorias de baixo teor alcoólico – fenômeno que ganha força principalmente no Reino Unido e na Holanda.

Moderação

As oportunidades para os vinhos alternativos – principalmente os sustentáveis – estão aumentando, impulsionadas pelos consumidores mais jovens e pela maior conscientização ambiental.

Em tempos de crise, os benefícios que são considerados “desejáveis” tendem a ser abandonados em favor daqueles tidos como “fundamentais” (pense na hierarquia de necessidades de Maslow). Esse pode ser o caso para os vinhos sustentáveis, que são geralmente mais caros do que os tradicionais. Quando superarmos a atual crise, deve haver um curto período de celebração. Porém, logo em seguida sabemos que o consumidor deve “apertar o cinto”, o que poderá reduzir a atratividade dos vinhos alternativos e sustentáveis. Por outro lado, **também é possível esperar um maior foco na responsabilidade coletiva, gerando maior apoio aos produtos sustentáveis**.

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O consumo ético ganhou força nos últimos anos, com os consumidores prestando cada vez mais atenção ao impacto do seu comportamento sobre a própria saúde e o meio ambiente. Os bebedores de vinho também estão em busca de alternativas para ampliar o seu comprometimento com temas éticos

O vinho orgânico apresenta a maior pontuação no índice global de oportunidades da Wine Intelligence para os estilos alternativos, embora haja muitas inconsistências entre os consumidores sobre o que define e quais são os benefícios deste estilo.

Enquanto os estilos alternativos permaneceram relativamente estáveis no ranking de oportunidades desde 2018 (em termos de classificação), a maioria deles obteve maior pontuação no índice por conta do crescente nível de conhecimento dos consumidores.

Por exemplo, pelo menos um terço dos consumidores regulares de vinho no Canadá e nos Estados Unidos afirmam que provavelmente comprariam um vinho com infusão de maconha.

Os bebedores de vinho mais jovens trazem as maiores oportunidade para os estilos alternativos, por conta da postura ética e preocupação com a saúde deste grupo.

Compromisso ético em alta

CONTENTS

Despite falling levels of wine knowledge, the proportion of wine consumers globally who have high involvement in the category has continued to rise through 2019.

We anticipate that as a result of the enforced shift in wine purchasing away from the on-premise, some to retail stores, but most to online, objective wine knowledge may in fact increase. Having to pre-populate search terms and having more time and opportunity to read online reviews and commentary will enrich knowledge levels. Overall, involvement may also rise because consumers will have time to explore.

Updated March 25th 2020

Why is wine knowledge decreasing, when wine involvement is increasing? Our evidence points to the phenomena known as 'cognitive off-loading', defined as our reliance on the external environment in order to reduce cognitive demand. This shift in how we retain and recall information is driven by the most powerful memory aid we could imagine – our smartphones. Gone are the days of needing to remember which brand or style we liked – merely look up the photo we have of the bottle we liked or Google it. Simple, and no energy expended on storing that knowledge in our busy and cluttered brains

Positively for wine, consumers are, at the same time, becoming more wine involved, meaning wine is playing an increasingly important role in their lives, even if they are reducing their 'technical' wine knowledge.

But there is a gender divide. Even though women have at least the same or even higher levels of wine knowledge as men, they are less involved in the category than their male counterparts

Countering expectations, Premium wine drinkers are not substantially more knowledgeable about wine than non-premium wine drinkers, but they are more confident with wine than other drinkers

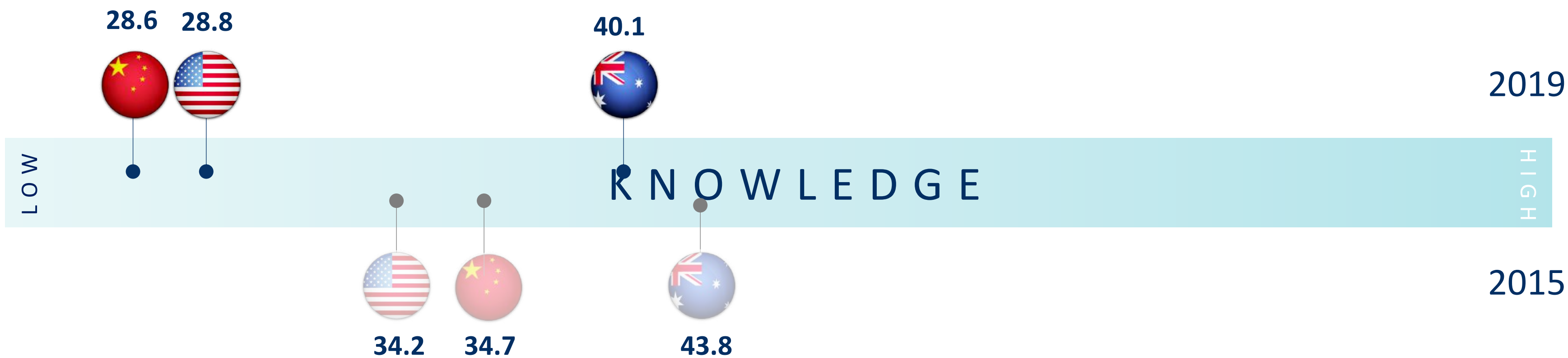
Rising involvement – reducing knowledge

Rising involvement – reducing knowledge

Consumers have become increasingly involved with the wine category, whilst conversely, wine knowledge has fallen, most likely due to the decreased need to retain facts and the increased accessibility of immediate, at-hand information via smartphones

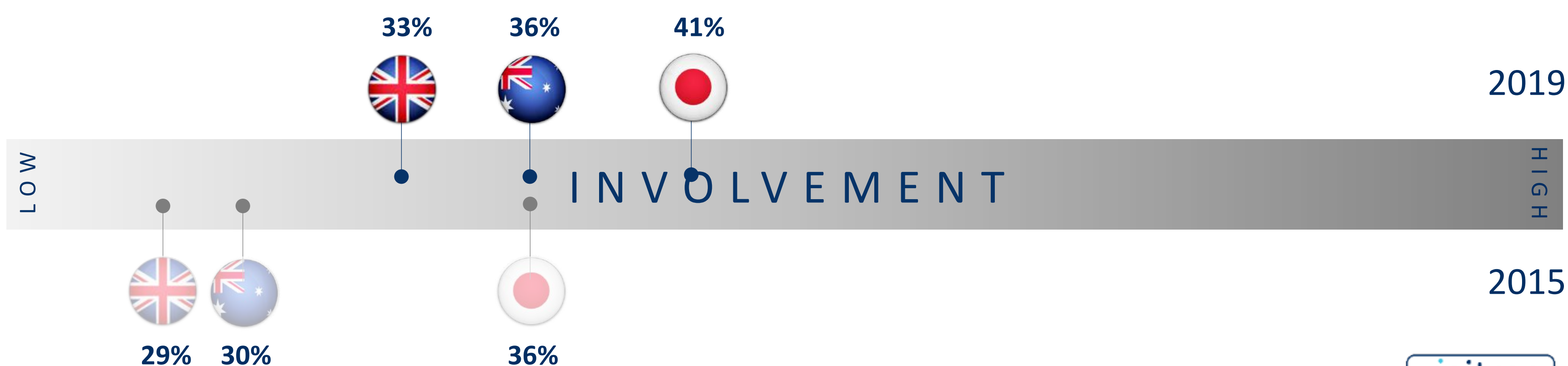
Wine knowledge index

Wine knowledge index (0-100) is calculated based on consumer-reported awareness of wine-producing countries, wine-growing regions and wine brands
Base = n>=1,000 regular wine drinkers in China, the US and Australia



% of those who have high involvement with wine

Base = n>=1,000 regular wine drinkers in Australia, the UK and Japan



Source: Wine Intelligence, Vinitrac® Global, 2015 - 2019, n>=1,000 regular wine drinkers

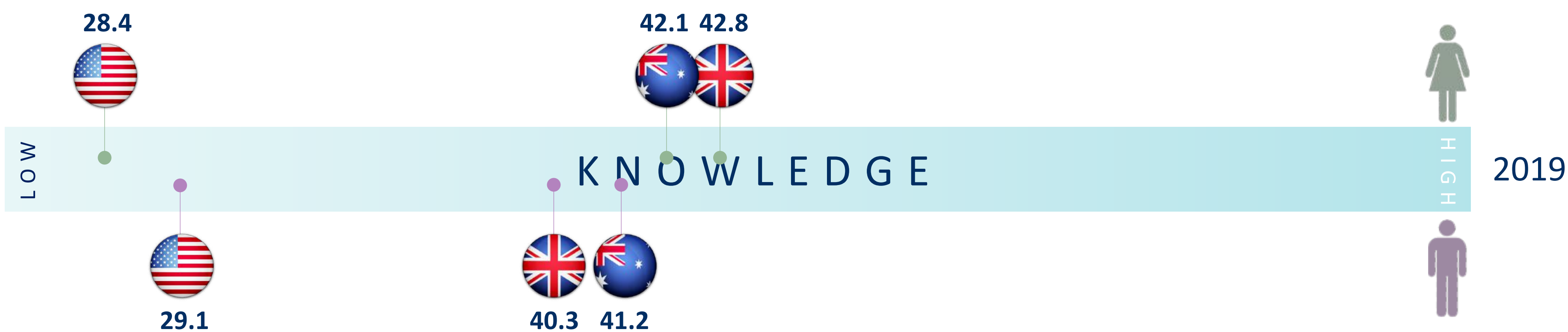
Rising involvement – reducing knowledge

Even though female wine drinkers have at least similar or even higher levels of wine knowledge, they are less involved in the category compared to males

Wine knowledge index: Men vs women

Wine knowledge index (0-100) is calculated based on consumer-reported awareness of wine-producing countries, wine-growing regions and wine brands

Base = n>=1,000 regular wine drinkers in the US, Australia and the UK



% of those who have high involvement with wine: Men vs women

Base = n>=1,000 regular wine drinkers in the US, Australia and the UK

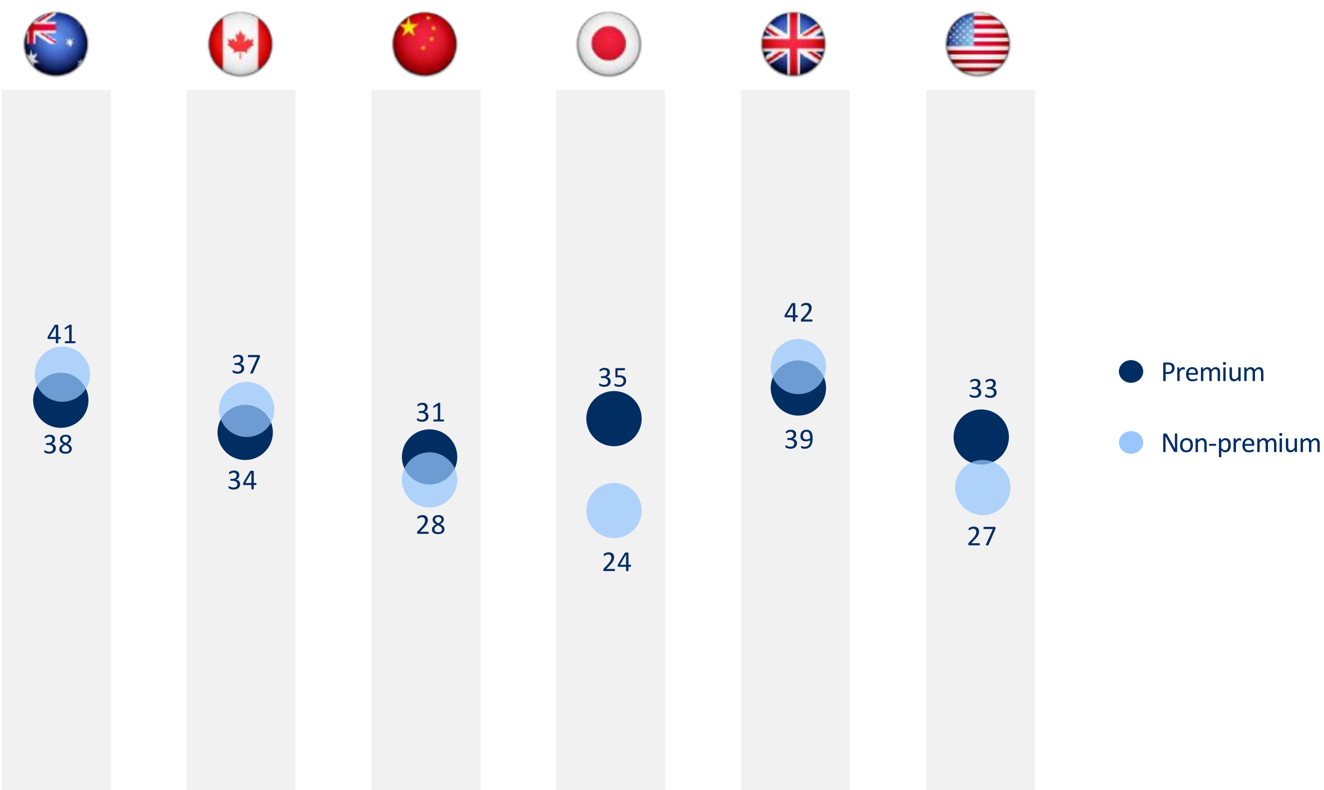
Source: Wine Intelligence, Vinitrac® Global, 2019, n>=1,000 regular wine drinkers

Rising involvement – reducing knowledge

Premium wine drinkers are not substantially more knowledgeable about wine compared to non-premium wine drinkers

Wine knowledge index

Recalled wine knowledge index (0-100) is calculated based on consumer-reported awareness of wine-producing countries, wine-growing regions and wine brands
Base = n>=1,000 regular wine drinkers in Australia, Canada, China, Japan, the UK and the US



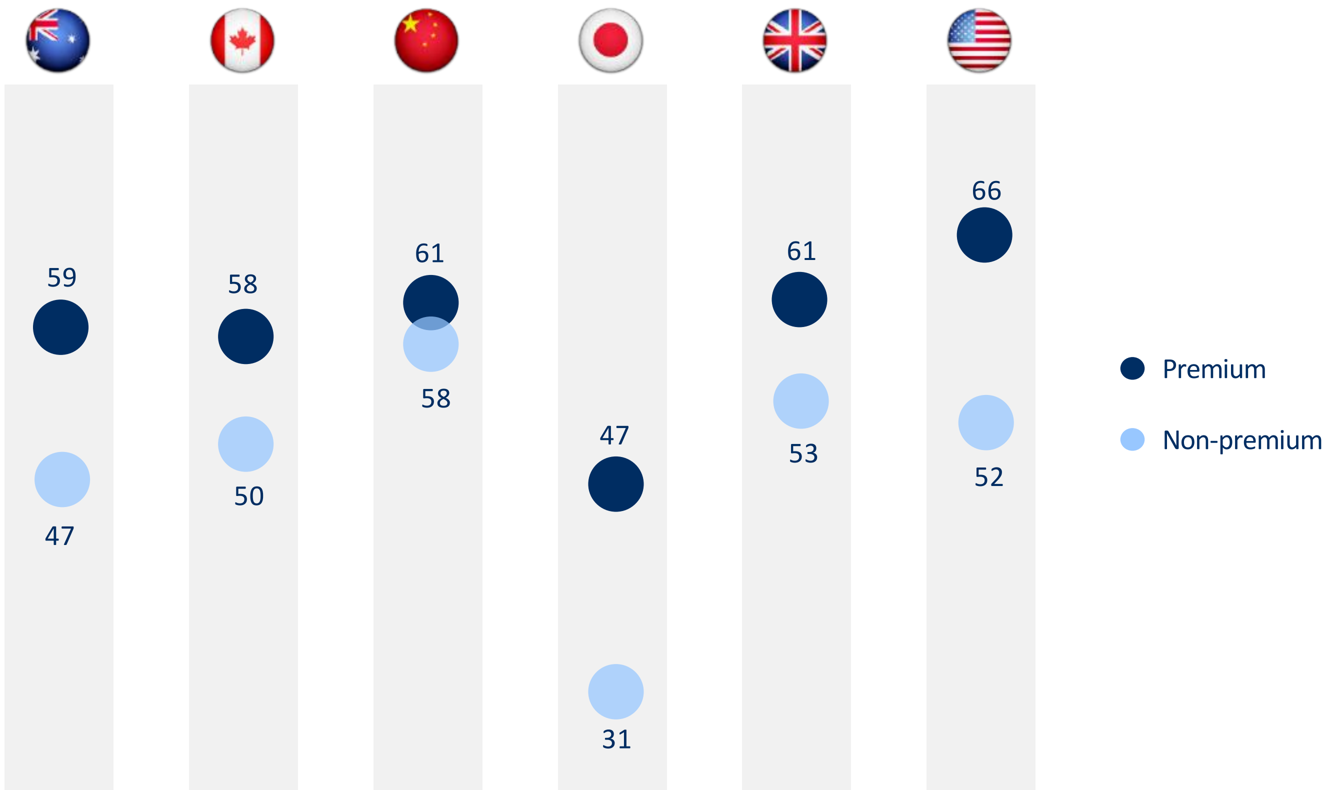
Source: Wine Intelligence, Vinitrac® Global, July 2019, n>=1,000 regular wine drinkers

Rising involvement – reducing knowledge

Nevertheless, premium wine drinkers are more confident with wine than other drinkers

Wine confidence index

Wine confidence index (0-100) is calculated based on the extent to which consumers feel competent about their wine knowledge
Base = n>=1,000 regular wine drinkers in Australia, Canada, China, Japan, the UK and the US



Source: Wine Intelligence, Vinitrac® Global, July 2019, n>=1,000 regular wine drinkers

The impact and appeal of a wine's label design and packaging continued to be significantly more important to consumers in 2019 than it had been in previous years.

Choosing what wine to buy remains at the more complex end of consumer purchase interactions. It may be seen as either an enjoyable escape or a frustrating necessity if it comes at the end of an anxious shopping trip. Either way, the attractiveness and appropriateness of the bottle and label design will carry on growing in importance in 2020 and beyond.

Updated March 25th 2020

First impressions are always important, and this is definitely true when it comes to wine labels and packaging. In an increasingly visual world, we rely on appealing visuals that convey information quickly and clearly to inform our decision-making. The increased excellence in the quality of packaging design in other beverage categories has also driven the demand and expectation for higher quality design and packaging in wine

Across the range of wine markets measured, the appeal of the bottle and / or label design is increasingly important to wine drinkers when choosing a bottle of wine, primarily driven by males and middle-aged consumers

More astute brand owners will double down on investing in labelling and design that successfully treads the delicate line between distinctiveness and centrality in the wine category. Watch out for more creative bottle shapes, icons and colouring – all designed to stand out to time-poor and more visually oriented consumers, whilst retaining enough of the classical aesthetic to stay reassuring

Increasing visual impact

Increasing visual impact

Across all markets, the appeal of the bottle and / or label design is increasingly important to wine drinkers when choosing a bottle of wine

wine intelligence

Choice cue: Appeal of the bottle and / or label design

% who 'agree' or 'strongly agree' that the appeal of the bottle and / or label design is important when choosing wine
Base = n>=1,000 regular wine drinkers in each market

Appeal of the bottle and / or label design

	2009	2019	
Australia	28%	40%	↑
US	33%	38%	↑
UK	26%	38%	↑

	2011	2019	
Canada	31%	38%	↑
Japan	30%	35%	↑

↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2009-2019, n>=1,000 regular wine drinkers

Increasing visual impact

Significantly higher proportions of consumers across the US and UK are prioritising label / bottle design when purchasing wine

wine intelligence

> Increasing visual appeal is an opportunity
> ***Wine Producer, UK***

Choice cue: Appeal of the bottle and / or label design

% who 'agree' or 'strongly agree' that the appeal of the bottle and / or label design is important when choosing wine
Base = n>=1,000 regular wine drinkers in the US and the UK

Appeal of the bottle and / or label design

US	2009	2019
US regular wine drinkers	33%	38% ↑
Male	30%	38% ↑
Female	34%	38%
21-34	52%	54%
35-54	33%	41% ↑
55+	20%	22%

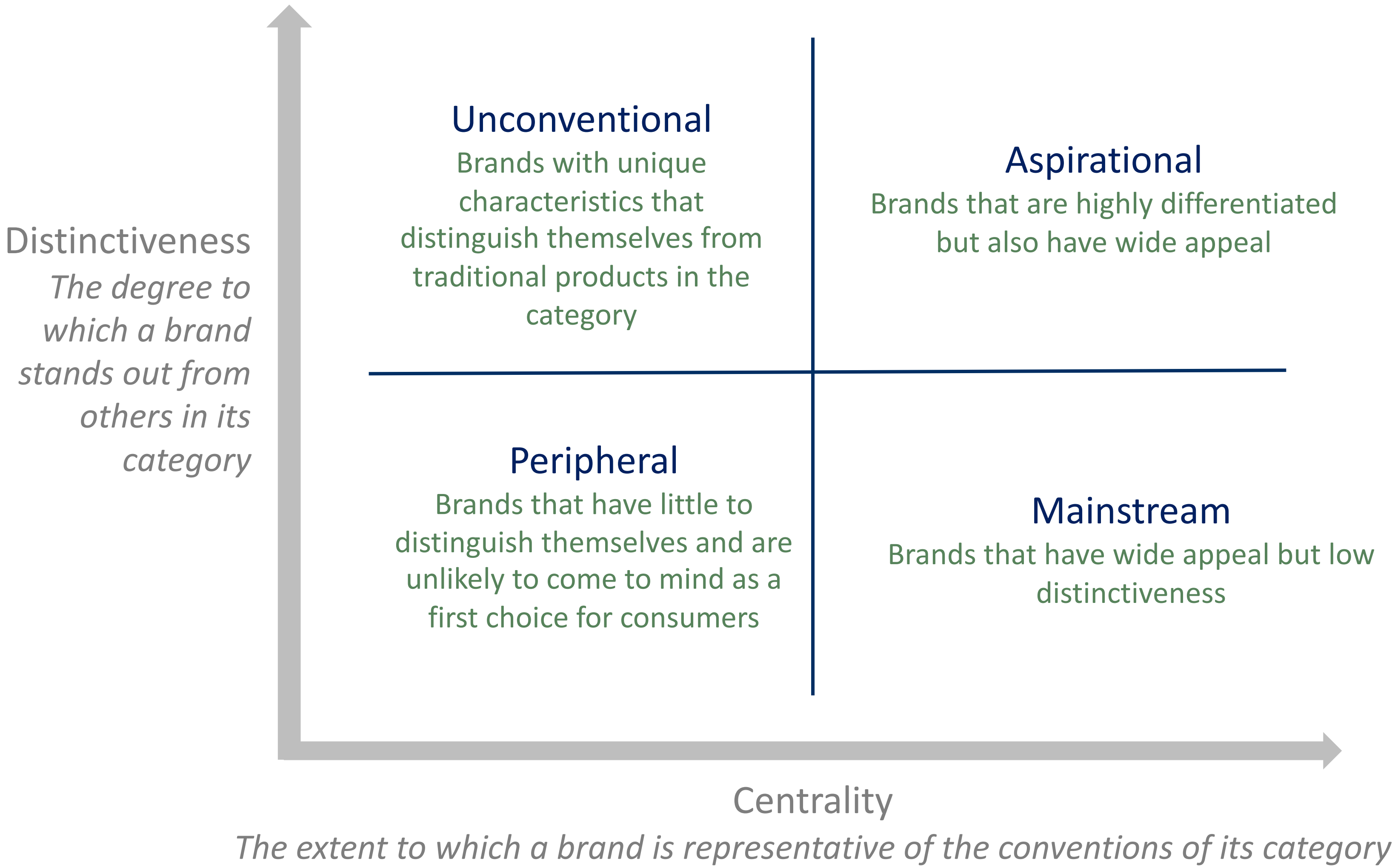
UK	2009	2019
UK regular wine drinkers	26%	38% ↑
Male	21%	37% ↑
Female	30%	40% ↑
18-34	42%	66% ↑
35-54	27%	45% ↑
55+	13%	18%

Wine Intelligence trade interview programme 2019
↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2009-2019, n>=1,000 regular wine drinkers

vinitrac

Increasing visual impact

Successful wine brands strike a balance between centrality and distinctiveness



Source: Dawar, N and Bagga, C, (2015) 'A Better Way to Map Brand Strategy', Harvard Business Review

The wine drinking population globally continued to age during 2019, whilst younger drinkers remained individually more valuable to the wine category

Although the pandemic is impacting older generations more than younger people, the global trend of an ageing population is not anticipated to change at a macro level. Therefore, we predict that in parallel with populations ageing, the wine drinking population will continue to mature, with these drinkers remaining more 'wine experienced' and knowledgeable due to the number of years they have spent engaging with wine.

Updated March 25th 2020

"Active Ageing" is a phrase now used by the European Commission and World Health Organisation, referring to the growing proportion of social, active older people throughout the world. By 2060, over-65s are expected to account for 30% of the population[1], and as this proportion grows whilst maintaining increasingly active lifestyles, mature drinkers have great relevance to the world of wine

The proportion of mature wine drinkers continues to increase, in line with a globally ageing population, with more than 20% of regular wine drinkers in many established and mature wine markets now aged 65 and over

Wine drinkers aged 55+ are the largest cohort of wine drinkers by age, though under-index in terms of volume of wine consumed individually and total spend on wine compared with younger drinkers

These consumers are more experienced and knowledgeable about wine due to time spent in the category yet are often less wine confident than younger drinkers. They are also less likely to be influenced by taste descriptions, food matching, and most alternative packaging formats

Maturing consumers

Source: [1]ec.Europa.eu

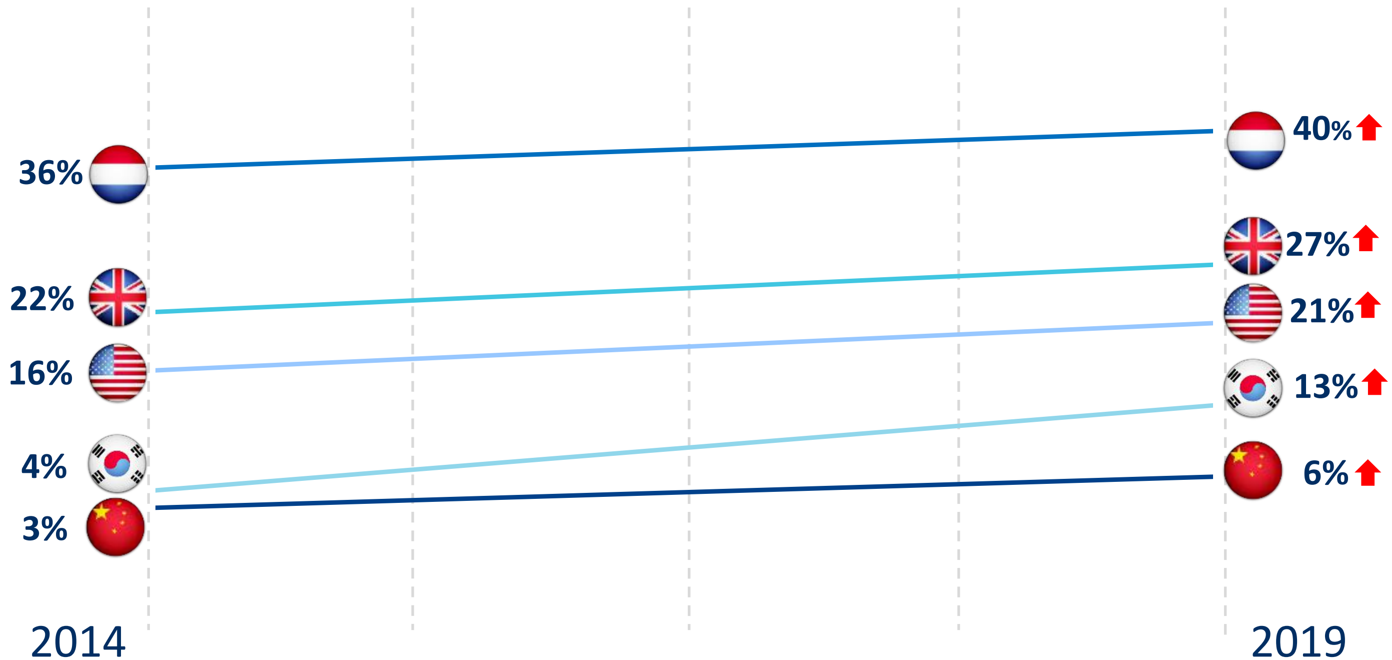
Maturing consumers

The proportion of mature wine drinkers continues to increase in line with global demographic trends – especially in European markets

wine intelligence

Proportion of mature wine drinkers (65+ or 55+, depending on market)

Base = n>=1,000 regular wine drinkers in the UK, Netherlands, n>=2,000 regular wine drinkers in the US; China; n>=708 regular wine drinkers in South Korea



Definition of mature drinkers
UK, US and Netherlands: Aged 65+
South Korea, China: Aged 55+

One of the main threats to the wine category in Japan is the decreasing population due to the ageing society, which causes a shortage of both labourers and consumers
Wine Retailer, Buyer and Educator, Japan

Wine Intelligence trade interview programme 2019
⬆ / ⬇ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Netherlands, UK & China 2014-2019, n>=1,000 regular wine drinkers; US, 2014-2019, n>=2,000 and South Korea, 2014-2019, n=>708 regular wine drinkers

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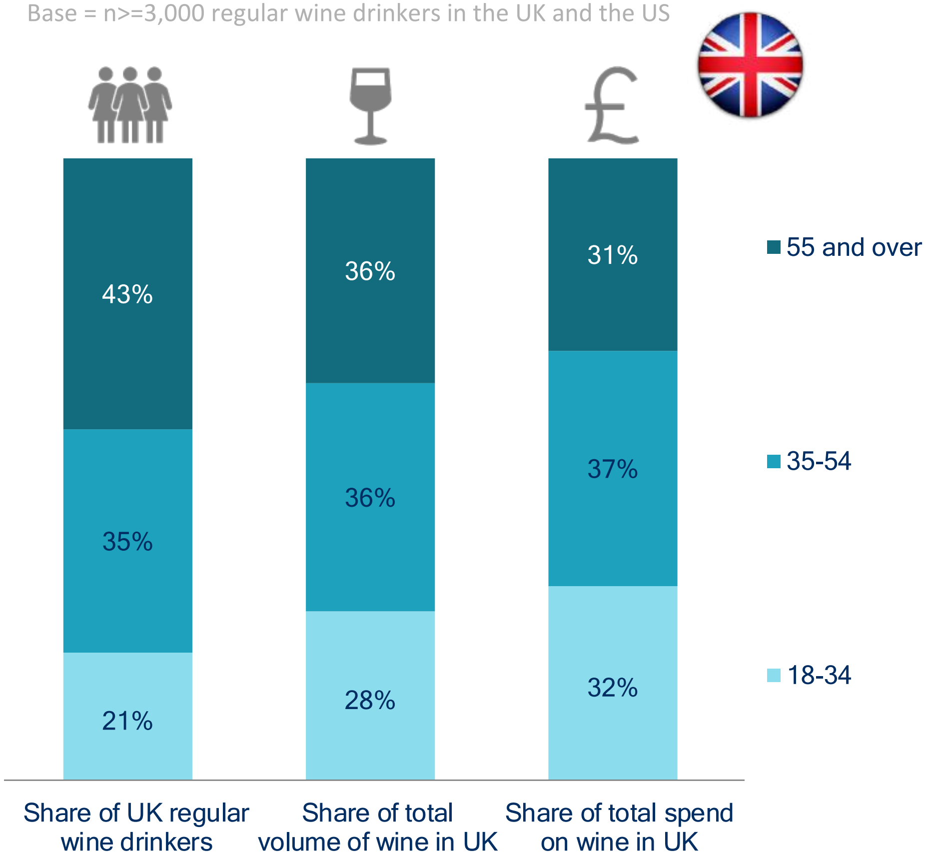
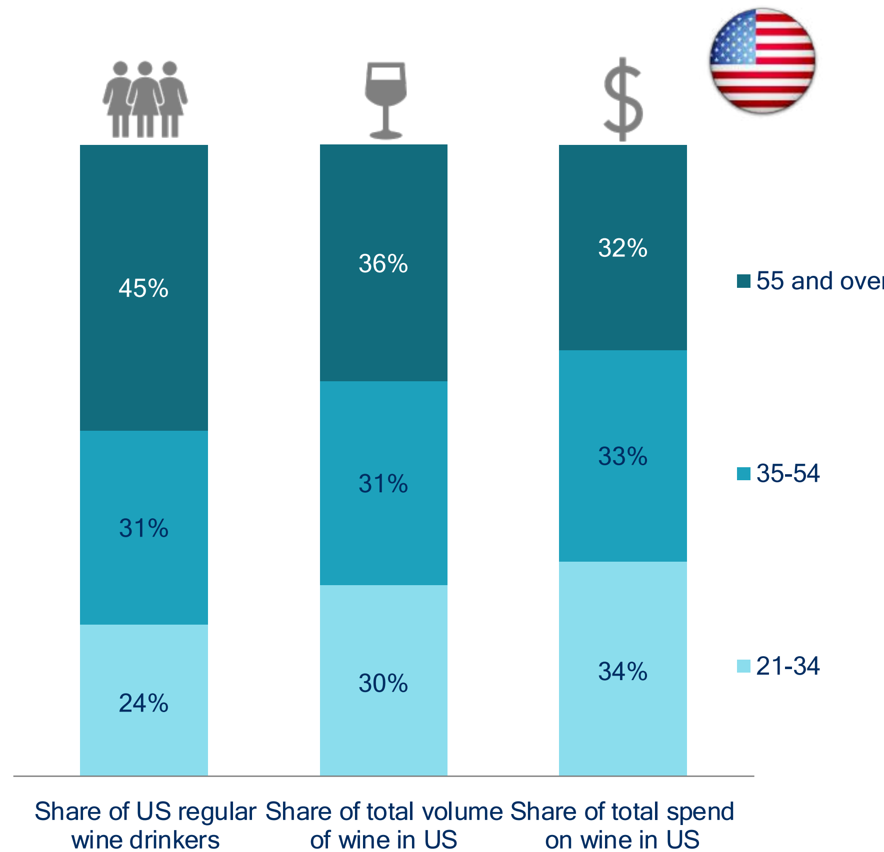
Maturing consumers

Consumers aged 55+ are the largest cohort of wine drinkers by age, though under-index in terms of both volume of wine consumed and total spend on wine compared with younger drinkers

Population, share of wine volume and share of spend on wine

Proportion represented by each segment, with consumption and spend estimated based on recalled usage frequency and spend data
Base = n>=3,000 regular wine drinkers in the UK and the US





Maturing consumers

Younger wine drinkers spend more per bottle of wine in the off-premise than older regular wine drinkers in most established and mature markets – including the UK and US

wine intelligence

Typical **off-premise** spend by age group

% who typically spend the following amount on a bottle of wine in the off-premise
Base = n>=1,000 regular wine drinkers in the US and the US

£

	UK regular wine drinkers	18-34	35-54	55+
n=	*1000*	*251*	*332*	*428*
Under £5	16%	9%	14%	21%
Between £5 and £5.99	22%	19%	19%	27%
Between £6 and £7.99	34%	36%	38%	31%
Between £8 and £9.99	15%	19%	15%	12%
Between £10 and £11.99	7%	11%	9%	3%
£12 or more	4%	7%	5%	2%
Do not buy wine in the off-premise	2%	0%	0%	4%

$

	US regular wine drinkers	21-34	35-54	55+
n=	*7000*	*2010*	*2357*	*2634*
Under $5	2%	2%	2%	3%
Between $5 and $9.99	25%	21%	23%	30%
Between $10 and $14.99	37%	35%	35%	40%
Between $15 and $19.99	22%	23%	26%	17%
Between $20 and $24.99	9%	13%	11%	5%
$25 or more	3%	5%	4%	2%
Do not buy wine in the off-premise	1%	1%	1%	2%

%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

Maturing consumers

Mature wine drinkers place less importance on taste descriptors on the shelves or labels and on food pairing suitability when making a purchase decision, preferring more conventional cues such as variety and brand

wine intelligence

Top wine-buying choices cues amongst 55+

% who indicate each of the following factors are 'important' or 'very important' when buying wine
Base = n>=1,000 regular wine drinkers in the UK, Canada and the US

	Country of origin	Region of origin	Grape variety	Brand familiarity	Taste descriptions on shelves or labels	Wine that compliments or matches food
UK	68%	60%	77%	57%	58%	53%
Canada	69%	65%	78%	76%	59%	59%
US	48%	47%	76%	68%	54%	62%

%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

Maturing consumers

Mature wine drinkers are more knowledgeable about wine due to building wine knowledge over time, yet in some markets they are less wine confident

Recalled wine knowledge index

Recalled wine knowledge index (0-100) is calculated based on consumer-reported awareness of wine-producing countries, wine-growing regions and wine brands
Base = n>=1,000 regular wine drinkers in Sweden, the UK, Japan, Canada and the US

	RWD	LDA-34	35-54	55+
Sweden	42.6	30.0	43.4	46.6
UK	40.8	27.0	39.0	50.3
Japan	24.6	22.0	27.9	24.0
Canada	35.0	26.2	35.1	41.9
US	27.5	18.3	26.6	35.4

Wine confidence index

Wine confidence index (0-100) is calculated based on the extent to which consumers feel competent about their wine knowledge
Base = n>=1,000 regular wine drinkers in Sweden, the UK, Japan, Canada and the US

	RWD	LDA-34	35-54	55+
Sweden	47.2	44.7	46.3	48.6
UK	52.5	52.0	54.1	51.6
Japan	34.8	39.2	36.1	33.0
Canada	52.2	53.8	53.7	49.4
US	54.8	54.6	56.5	53.5

LDA = legal drinking age per country

%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

Maturing consumers

Mature wine drinkers aged 55+ are less likely to purchase wine in alternative packaging than younger drinkers, with the exception of bag-in-box in most markets

I think Baby Boomers are creatures of habits. We are not going to change our styles because Millennials drink something else
Wine Retailer and Wine Bar Owner, US

Packaging purchase intent amongst 55+

Likelihood of buying the following types of packaging for wine if it was available from where they usually buy wine from and if the price was right
Base = n>=1,000 regular wine drinkers in the UK, Ireland, Canada and the US

	Standard glass bottle (750 ml)	Large bottle / magnum (1.5L)	Bag-in-box (3L) / Smaller boxed wine (3L)	Half bottle (375 ml)	Small bottle (single serve, 187ml-200ml)	Tetra pak (500ml-1L)	Wine in a can (single serve, 250ml)
	88%	31%	28%	24%	22%	16%	6%
	87%	40%	20%	37%	27%	14%	7%
	88%	52%	28%	36%	25%	14%	10%
	85%	55%	28%	54%	39%	13%	10%

Wine Intelligence trade interview programme 2019
% / % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

The frequency of wine drinking in the on-premise, across all occasions, increased in many markets up to the end on 2019.

We have now witnessed an unprecedented, fundamental and sudden shutdown of the on-premise. In contrast many off-premise retail channels are currently reporting 'Christmas' levels of sales over the past few weeks, although these dramatic uplifts in retail sales are not anticipated to continue. The inevitability of a global economic recession suggests that this switch to at-home consumption of wine will be both a medium and potentially long-term trend. However, the fundamental need to have a strong and memorable experience in out-of-home settings will continue – just not as frequently and most likely with a more restricted budget.

Updated March 25th 2020

wine intelligence

We are no longer dining out just to eat, but to capture a memorable experience – and in many cases ensure that it is recorded on social media. Celebrity chef and restaurant owner, Heston Blumenthal, has gone as far as discouraging photography of his food, as he argues that this distracts from actually enjoying eating and drinking experiences

Compared with 10 years ago, consumers are drinking wine more frequently in the on-premise, along with spending more, seen by the increase in average spend across all on-premise occasions in markets such as the UK, US, Australia and Japan

Consumers in the US and UK are trading up with their wine choices, particularly for a relaxing drink out at the end of the day

Reflecting the lifestyle of younger people, these drinkers consume wine more frequently in the on-premise compared with older drinkers, although the overall frequency of wine consumption has increased amongst most age groups in the UK and the US

Growing on-premise opportunity

Source: The Guardian

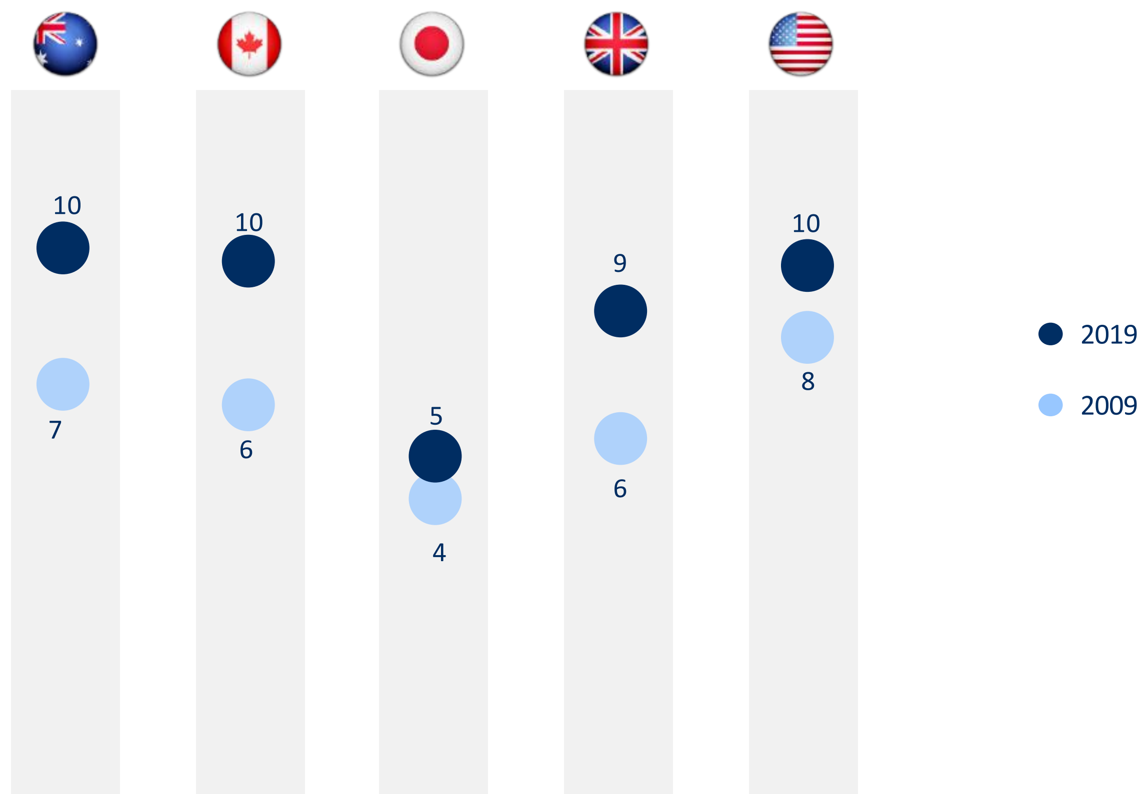
Growing on-premise opportunity

Consumers are drinking wine more frequently in the on-premise than they were 10 years ago

wine intelligence

Average frequency of wine drinking across all on-premise occasions

Average number of wine drinking occasions (times per month) in the on-premise per occasion
Base = n>=1,000 regular wine drinkers Australia, Canada, Japan, the UK and US



Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

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Growing on-premise opportunity

Average spend has increased across all occasions in the on-premise in the established markets of the UK, US and Australia

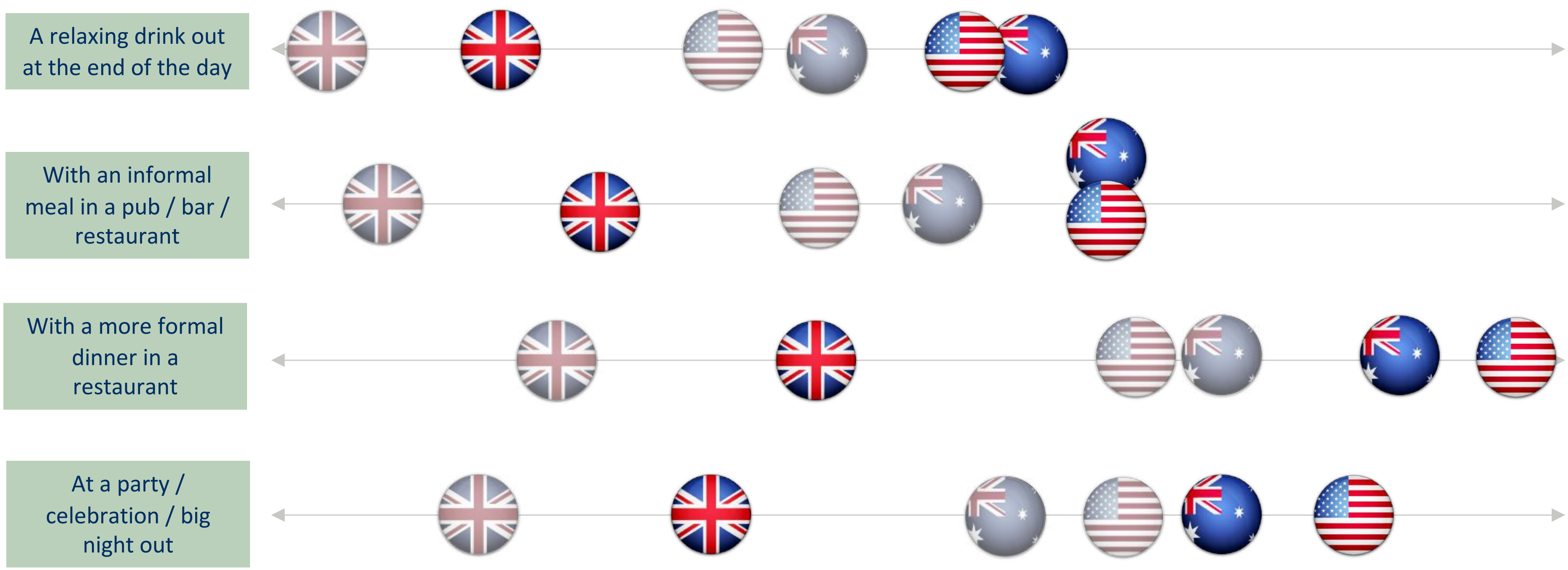
Average spend by occasion in the on-premise

Base = n>=1,000 regular wine drinkers in the US, UK and Australia

2009
GBP £
USD $
AUD $

2019
GBP £
USD $
AUD $

Average spend (£/$ per bottle), not adjusted for inflation



Source: Wine Intelligence, Vinitrac® Global, 2009-2019, n>=1,000 regular wine drinkers

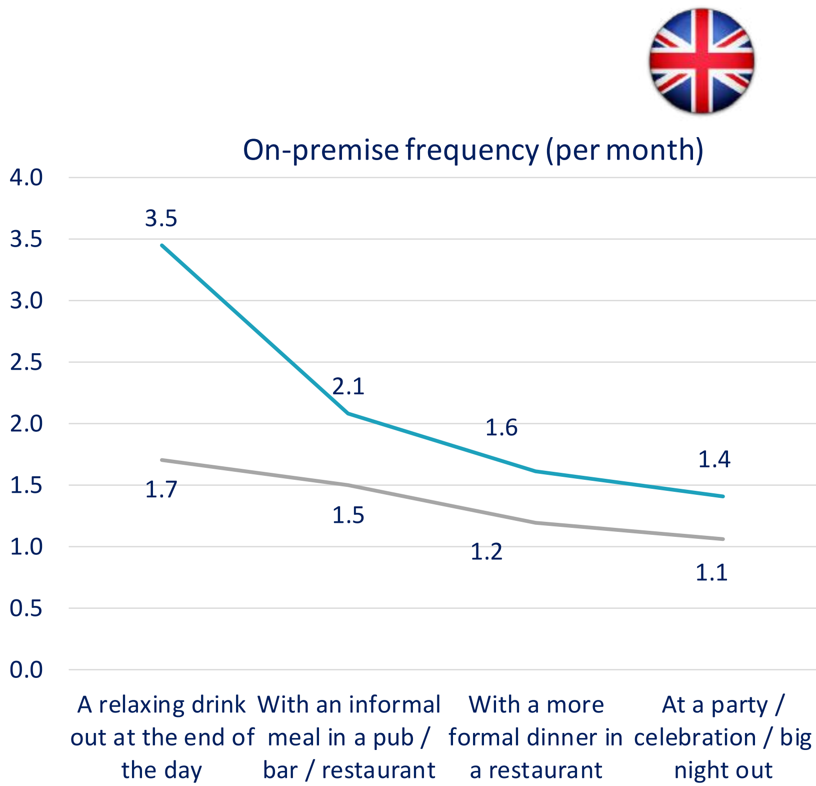
Growing on-premise opportunity

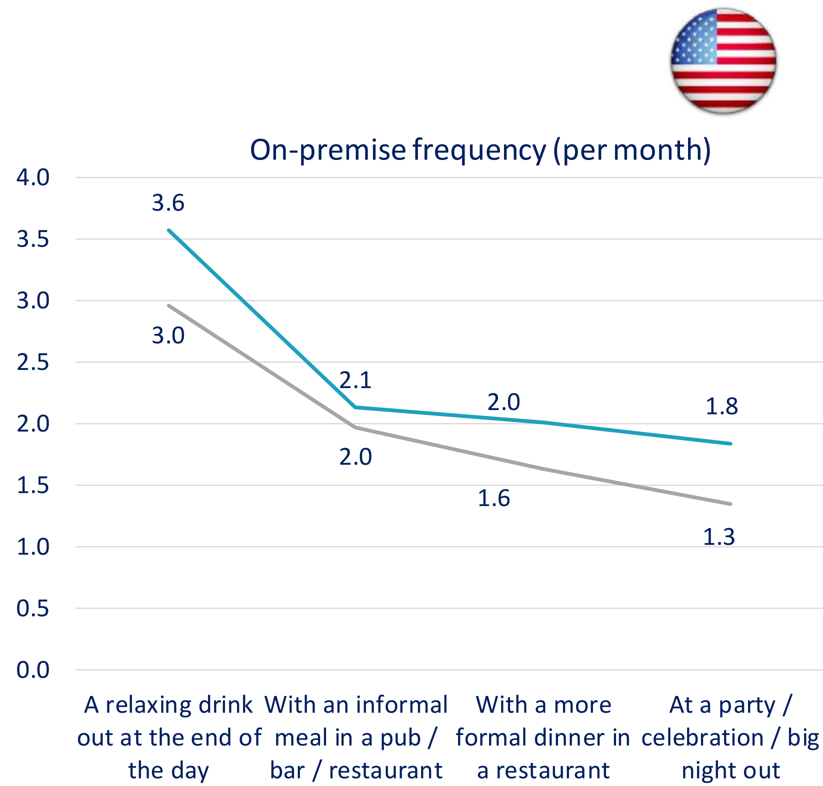
Average on-premise wine consumption frequency is up across all occasions in the UK and the US, particularly for a relaxing drink out at the end of the day

Average on-premise frequency

Base = n>=1,000 regular wine drinkers in the US and the UK

2019
2009





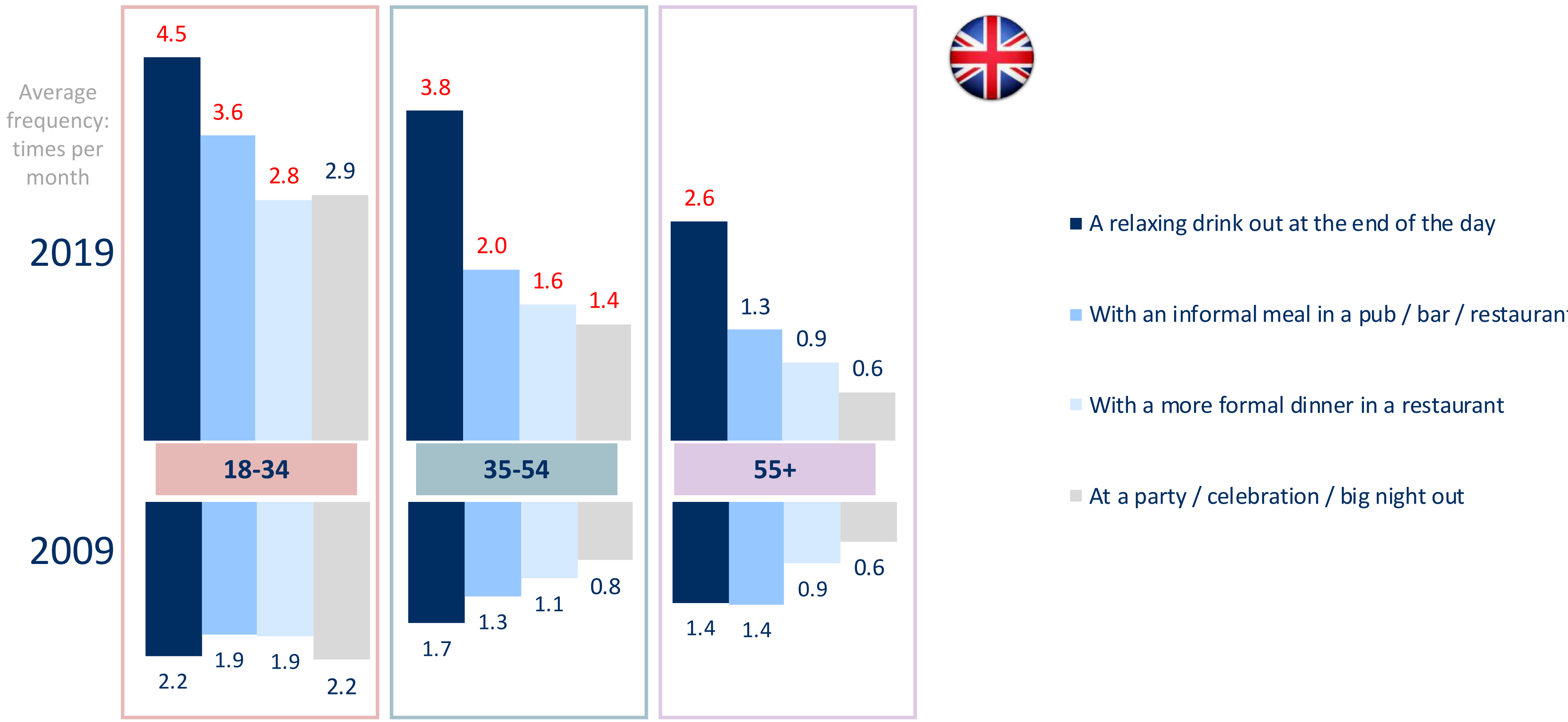
Source: Wine Intelligence, Vinitrac® Global, 2009-2019, n>=1,000 regular wine drinkers

Growing on-premise opportunity

Reflecting the lifestyle of younger drinkers, these UK drinkers consume wine more frequently in the on-premise compared with older drinkers, although the overall frequency of wine consumption has increased amongst most age groups in the UK

Average consumption frequency in the on-premise: UK by age group

Average number of wine drinking occasions (times per month) in the on-premise per occasion
Base = n>=1,000 regular wine drinkers in the UK



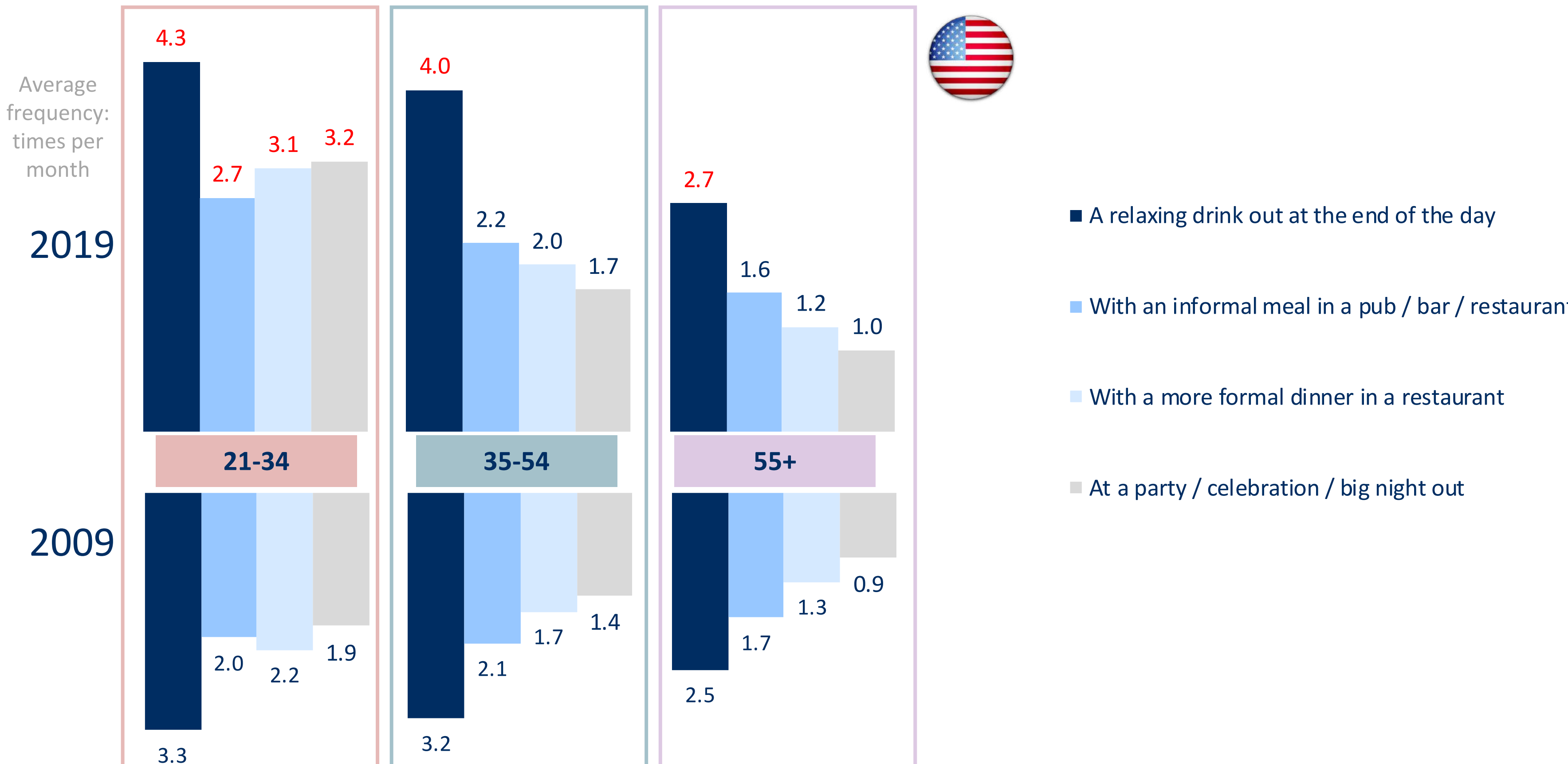
%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® UK, 2009-2019, n>=1,000 regular wine drinkers

Growing on-premise opportunity

Reflecting the lifestyle of younger drinkers, these US drinkers consume wine more frequently in the on-premise compared with older drinkers, although the overall frequency of wine consumption has increased amongst most age groups in the US

Average consumption frequency in the on-premise: US by age group

Average number of wine drinking occasions (times per month) in the on-premise per occasion
Base = n>=2,073 regular wine drinkers in the US

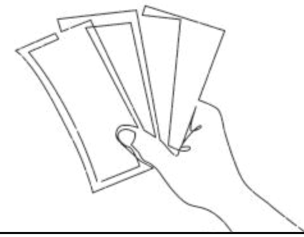


%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® US, 2009-2019, n>=2,073 regular wine drinkers

Wine consumers in many established and mature wine markets continue to drink less, but better. Up until the end of 2019, we saw a decline in the frequency of wine consumption, whilst the typical spend per bottle increased

We may have seen the end of the premiumisation trend for now. The shock to the world economy is unprecedented in its sharpness, though many forecasters believe it will be short-lived. Economies will recover, but consumer confidence may take longer to come back. Value for money will be paramount and this will be particularly true for the category of wine, where price-points are distributed across such a broad range, delivering quality options at lower prices.

Updated March 25th 2020



There is an ongoing shift towards premiumisation in wine, with younger drinkers driving this trend. When it comes to gender however, women are significantly under-represented within the premium wine drinking population, typically spending less money on wine than men

The average frequency of wine consumption has fallen in major markets, reflecting a decreasing incidence of "heavier wine drinkers"

The share of premium, super premium and ultra premium wine is projected to grow to 2023, driven by China and the US, whilst lower-priced wine sales are projected to decrease

Younger consumers are also more likely to be "premium" wine drinkers. Additionally, the premium wine consumer population is skewed male in most established wine markets

Premiumisation

Source: IWSR 2019

Premiumisation

The average frequency of wine consumption has fallen in major markets, reflecting a decreasing incidence of "heavier" wine drinkers

wine intelligence

Wine consumption frequency averages (per month)

Base = n>=993 regular wine drinkers in the Australia, Germany, Netherlands, the UK and the US

Average monthly consumption occasions for wine

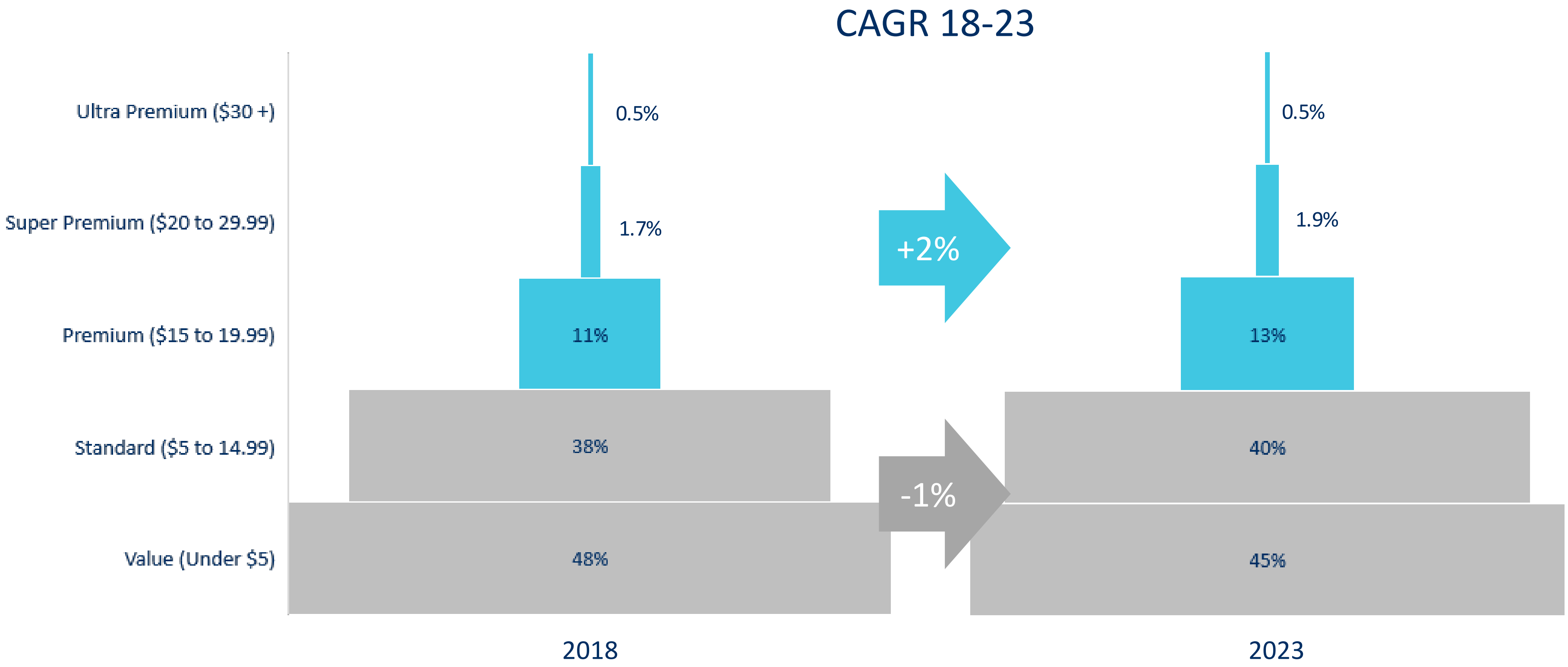
Australia	2007	11.1	2019	9.5	↓
UK	2007	11.0	2019	9.1	↓
Germany	2007	9.7	2019	7.6	↓
Netherlands	2015	10.5	2019	8.8	↓
US	2008	10.6	2019	9.1	↓

Drinking a nice glass of wine with lunch has become uncommon, as people are questioning more and more how a glass of wine is compatible with a healthy lifestyle
Wine Producer, Germany

Wine Intelligence trade interview programme 2019
↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=993 regular wine drinkers

Premiumisation

IWSR predicts that the share of premium, super premium and ultra premium wine will grow to 2023, whilst lower-priced wine sales are projected to decrease



Source IWSR 2019, 35 markets: United States, Italy, United Kingdom, China, Australia, Canada, France, Japan, Switzerland, Germany, Spain, Denmark, Ireland, New Zealand, Argentina, Belgium and Luxembourg, Netherlands, Russia, Sweden, Norway, Hong Kong, Austria, Mexico, Chile, Poland, Portugal, Finland, Brazil, South Korea, South Africa, Czech Republic, Singapore, Colombia, Peru and India

Premiumisation

In addition to having the highest proportions of premium wine drinkers, China and the US are the two markets that are forecasted to drive premium wine growth

wine intelligence

Total volume of premium wine for top 10 premium markets (in M 9L cases)

Million 9L cases	Volume	
	2018	2023
US	42	53
Italy	27	27
UK	27	29
China	22	35
Australia	20	21
France	18	17
Japan	10	10
Canada	10	11
Switzerland	9	10
Germany	6	7

Share of premium wine drinkers (amongst all regular wine drinkers)

	Share of PWD	Number of PWD
US	26%	21.8
China	25%	13.3
UK	23%	6.6
Germany	21%	5.7
Spain	28%	5.4
Japan	17%	5.0
Australia	31%	3.1
Canada	18%	3.0
Russia	37%	2.8
Brazil	7%	2.7
Portugal	17%	0.8

Premium wine drinkers as those who drink wine **once or more per week**, *typically* spending over:

€7+ €8+ €7+ £8+ R$80+

¥1,500 AUD $15+ USD $15+ CAD $16+

Premium wine drinkers as those who drink wine **once or more per month**, *typically* spending over:

₽500+ RMD 500+

Premiumisation

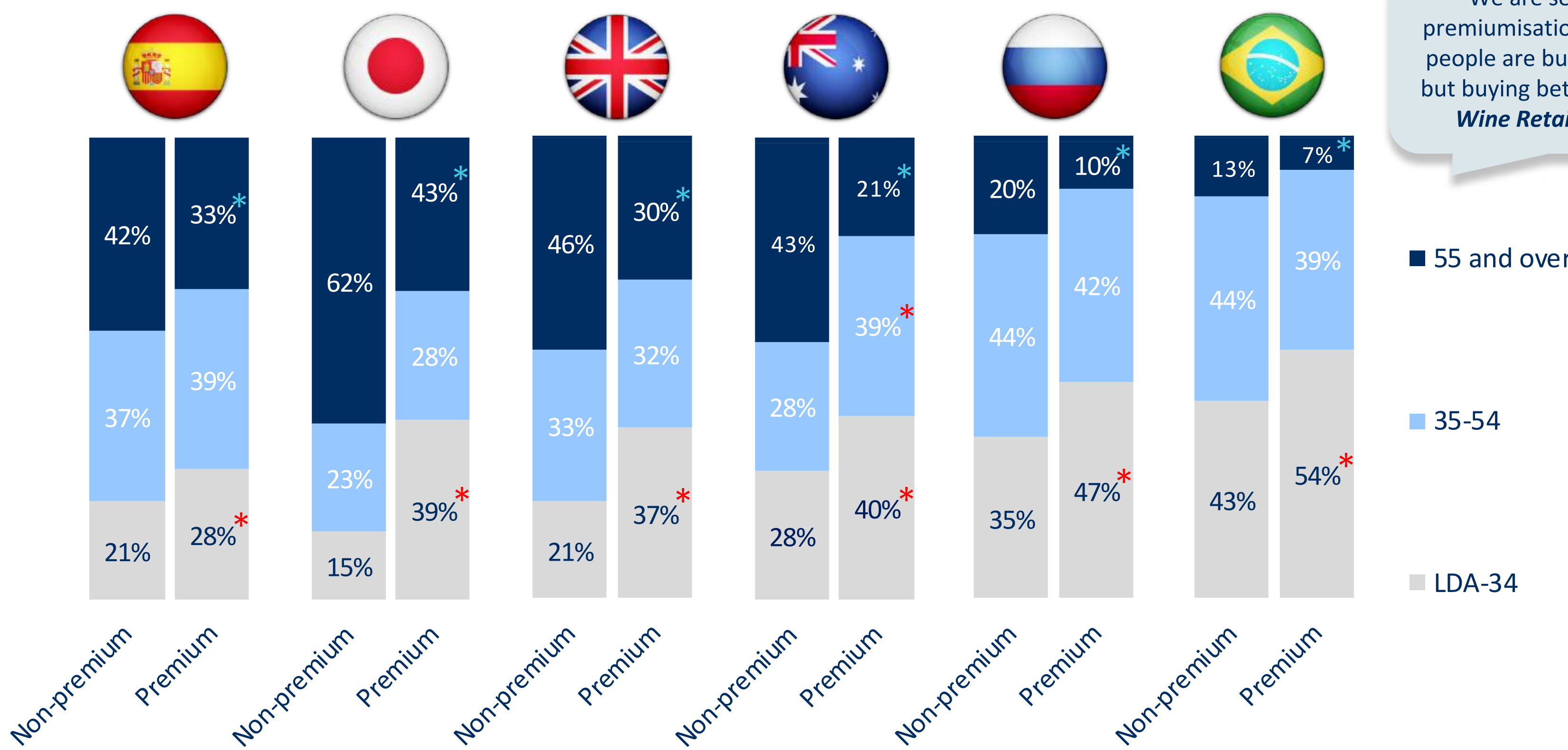
Younger consumers are also more likely to be "premium" wine drinkers

2019 profile of premium vs non-premium drinkers: By age

Base = n>=1,000 regular wine drinkers in Spain, Japan, the UK, Australia, Russia and Brazil

> A great development is, that in all areas of the premise, on- as well as off-premise, people are gradually prepared to occupy higher price points
> ***Wine Producer, Germany***

> We are seeing a slight premiumisation in table wines, people are buying less volume but buying better quality wines
> ***Wine Retailer, Australia***



Wine Intelligence trade interview programme 2019

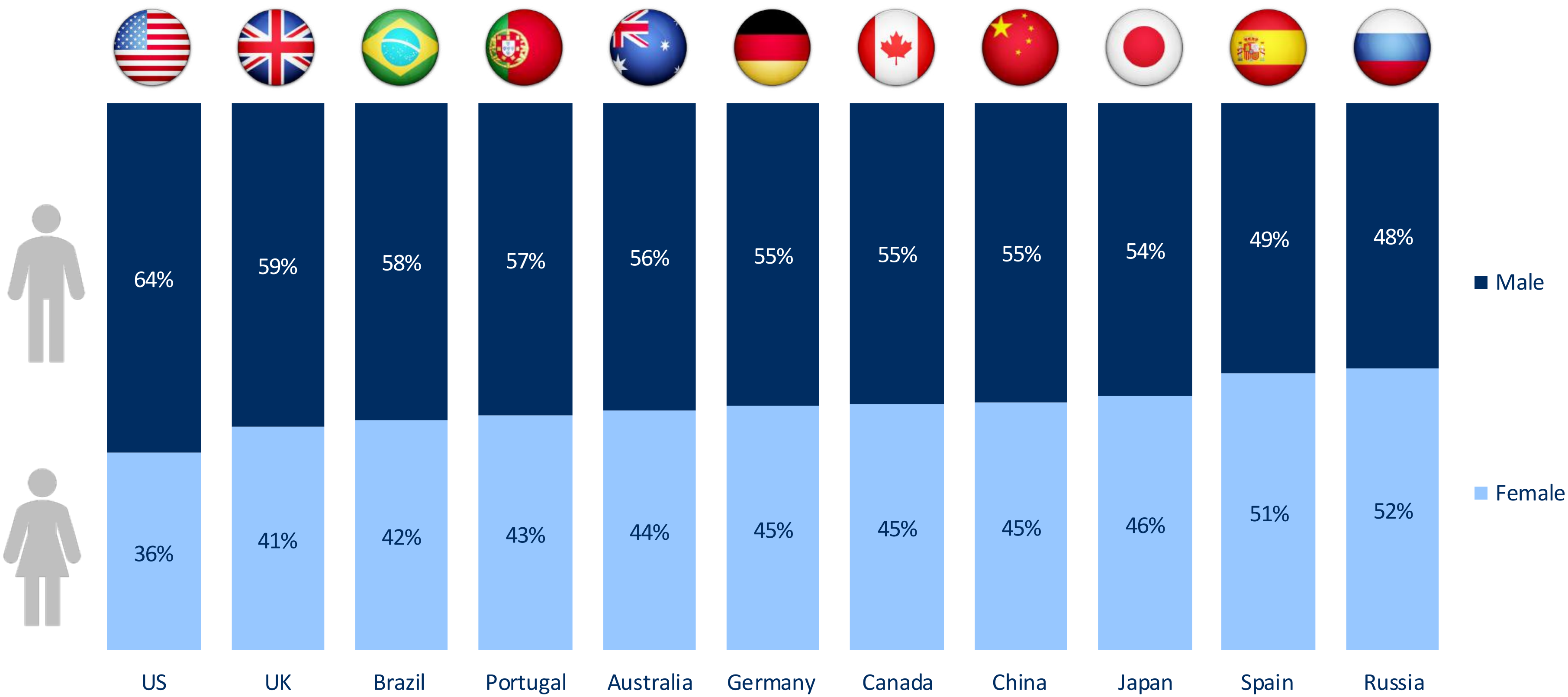
* / *: statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

The premium wine consumer population is skewed male in most established wine markets

2019 Gender distribution of premium wine drinkers

Base = n>=1,000 regular wine drinkers in the US, UK, Brazil, Portugal, Australia, Germany, Canada, China, Japan, Spain and Russia



Source: Wine Intelligence, Vinitrac® Global, July 2019, n>=1,000 regular wine drinkers

The population of consumers who are regular and frequent wine drinkers is shrinking, as consumers substitute wine for other alcoholic beverages or switch away from alcohol for some or all occasions

We anticipate that similar patterns of category switching, mirroring those seen during the pre-Coronavirus era, will continue and therefore, this trend will stay on a similar trajectory

Updated March 25th 2020

Drinkers used to be either a ‘wine person’ or a ‘beer guy’. However, in keeping with broader societal shifts, drinkers are actually saying ‘I’m a bit of everything’. We are now more likely to start the evening off with a glass of fizz, switch to a cocktail pre-dinner and then perhaps enjoy a glass of wine, rather than sticking to a single choice across the occasion

There is a smaller population of regular and frequent wine drinkers in key markets than there was in 2015, with around ¼ of regular wine drinkers drinking wine less than they used to in established markets

Younger consumers are most likely to be reducing their wine intake on some occasions, switching out of wine for both non-alcoholic and other alcoholic beverages

Whilst UK regular wine drinkers are switching from wine primarily to gin, US regular wine drinkers are equally likely to trade wine for beer and hard seltzer

However in developing and growth markets such as China and Mexico, a growing proportion of consumers are drinking more wine than before

Switching out of wine

Switching out of wine

There is a smaller population of regular and frequent wine drinkers in key markets than there was in 2015

wine intelligence

USA

	2015			2019		
Adult population	235 million [1]			241 million [1]		
	37%	30%		32%	23%	
Regular wine drinkers (at least once per month)	88 million [2]			77 million [2]		
	79%			73%		
Frequent wine drinkers (at least once per week)	70 million [3]			56 million [3]		

Australia

	2015			2019		
Adult population	17.2 million [1]			18.2 million [1]		
	65%	52%		50%	37%	
Regular wine drinkers (at least once per month)	11.2 million [2]			9.2 million [2]		
	80%			73%		
Frequent wine drinkers (at least once per week)	8.9 million [3]			6.7 million [3]		

UK

	2015			2019		
Adult population	50.1 million [1]			51.3 million [1]		
	59%	47%		56%	43%	
Regular wine drinkers (at least once per month)	29.6 million [2]			28.6 million [2]		
	80%			77%		
Frequent wine drinkers (at least once per week)	23.7 million [3]			22 million [3]		

Germany

	2015			2019		
Adult population	67 million [1]			66.2 million [1]		
	43%	30%		42%	28%	
Regular wine drinkers (at least once per month)	28.6 million [2]			27.5 million [2]		
	70%			67%		
Frequent wine drinkers (at least once per week)	20.1 million [3]			18.4 million [3]		

Sources: [1] Census population estimates of adult population
[2] Wine Intelligence online calibration studies 2019 and 2015
[3] Wine Intelligence, Vinitrac® Global 2015-2019, n>=1,000 regular wine drinkers

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Switching out of wine

Typically, around a quarter of regular wine drinkers are drinking wine less often than they used to in established markets

There is competition from other categories that are becoming a lot more craft, individual and exciting. We are getting a little bit left behind in wine
Wine Retailer, Australia

Wine consumption

% who said the following statements best apply to them
Base = n>=1,000 regular wine drinkers in Australia, Brazil, Canada, China, Mexico, South Korea, Sweden, the US and the UK

	Australia	Brazil	Canada	China	Mexico	South Korea	Sweden	US	UK	Global
The amount of wine I drink has not changed recently	46%	41%	60%	33%	47%	41%	56%	47%	44%	45%
I'm drinking wine less often than I used to	24%	24%	17%	6%	14%	23%	22%	21%	26%	22%
I've reduced the amount of wine that I now consume at some occasions	15%	17%	13%	15%	12%	15%	15%	16%	19%	17%
I'm drinking less wine as I've switched to non-alcoholic beverages	7%	10%	6%	14%	4%	12%	6%	8%	9%	10%
I'm drinking more wine than I used to	14%	22%	11%	35%	27%	10%	11%	14%	10%	16%
I'm drinking less wine as I've switched to other alcoholic beverages	10%	9%	6%	14%	6%	23%	7%	12%	10%	11%

Wine Intelligence trade interview programme 2019
Source: Wine Intelligence, Vinitrac® Global, October 2019, n>=1,000 regular wine drinkers

Switching out of wine

Developing and growth markets, such as China and Mexico, have a higher proportion of consumers who are drinking more wine than they used to

Wine consumption

% who said the following statements best apply to them
Base = n>=700 regular wine drinkers in China and Mexico

	China	Mexico
The amount of wine I drink has not changed recently	33%	47%
I'm drinking wine less often than I used to	6%	14%
I've reduced the amount of wine that I now consume at some occasions	15%	12%
I'm drinking less wine as I've switched to non-alcoholic beverages	14%	4%
I'm drinking more wine than I used to	35%	27%
I'm drinking less wine as I've switched to other alcoholic beverages	14%	6%

	China 18-29	China 30-39	China 40-54	Mexico 18-34	Mexico 35-54	Mexico 55+
n=	*510*	*541*	*590*	*329*	*302*	*69*
I'm drinking more wine than I used to	34%	38%	34%	31%	23%	20%

Younger consumers are the group most likely to be reducing their wine intake on some occasions, as well as trading wine in for non-alcoholic and other alcoholic beverages

wine intelligence

Wine consumption by age

% who said the following statements best apply to them
Base = n>=1,000 regular wine drinkers in Australia, Canada, Sweden, the UK and the US

	18-34	35-54	55+	20-34	35-54	55+	18-34	35-54	55+	18-34	35-54	55+	21-34	35-54	55+
n=	*276*	*374*	*350*	*288*	*346*	*366*	*181*	*313*	*510*	*248*	*328*	*424*	*248*	*328*	*424*
The amount of wine I drink has not changed recently	36%	46%	54%	49%	61%	66%	37%	63%	57%	27%	46%	53%	37%	44%	58%
I'm drinking wine less often than I used to	22%	21%	28%	18%	14%	20%	27%	19%	22%	27%	25%	27%	21%	21%	22%
I've reduced the amount of wine that I now consume at some occasions	18%	17%	11%	16%	13%	10%	24%	10%	14%	31%	16%	16%	19%	19%	10%
I'm drinking less wine as I've switched to non-alcoholic beverages	12%	8%	4%	9%	5%	4%	12%	6%	5%	17%	8%	5%	12%	9%	5%
I'm drinking more wine than I used to	17%	15%	10%	15%	11%	7%	15%	10%	10%	10%	11%	9%	17%	15%	11%
I'm drinking less wine as I've switched to other alcoholic beverages	19%	8%	4%	12%	4%	2%	17%	4%	6%	19%	12%	4%	17%	15%	6%

Wine Intelligence trade interview programme 2019
%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, October 2019, n>=1,000 regular wine drinkers

vinitrac.

Switching out of wine

Whilst UK regular wine drinkers are trading in wine primarily for gin, US regular wine drinkers are equally likely to swap wine for beer and hard seltzer

Wine consumption switching: **Top 10**

% who have switched to the following beverages from wine
Base = Those who selected 'I'm drinking less wine as I've switched to other alcoholic beverages'

UK	
Gin	59%
Brandy / Cognac	53%
Vodka	50%
Beer	49%
Cocktails	47%
Rum	41%
Cider	37%
Craft beer	34%
Prosecco	29%
Whisky / Whiskey	28%

The low and no moderation as well as the move towards other drinks categories, especially spirits are big threats to wine
Wine Buyer, UK

Spirits are seeing a huge growth that is driven by gin. The gin boom is still very much happening. Gin is almost its own category now because the growth has been pretty seismic. That has definitely impacted on our wine volumes
Wine Buyer, UK

US	
Beer	55%
Hard Seltzer	55%
Vodka	46%
Whisky / Whiskey	45%
Craft beer	39%
Liqueurs	37%
Tequila	37%
Rum	36%
Gin	34%
Cocktails	34%

Hard seltzers are promoted as zero calories, zero artificial additives like flavours. To be honest, they taste really good. They taste like sparkling water with a boost. I certainly think that there is a demographic that's very health conscious that could potentially gravitate towards that
Wine Producer, US

The threats are people stopping being interested in wine and drinking beer and cocktails instead. I think especially you can get good cocktails in many places
Sommelier, US

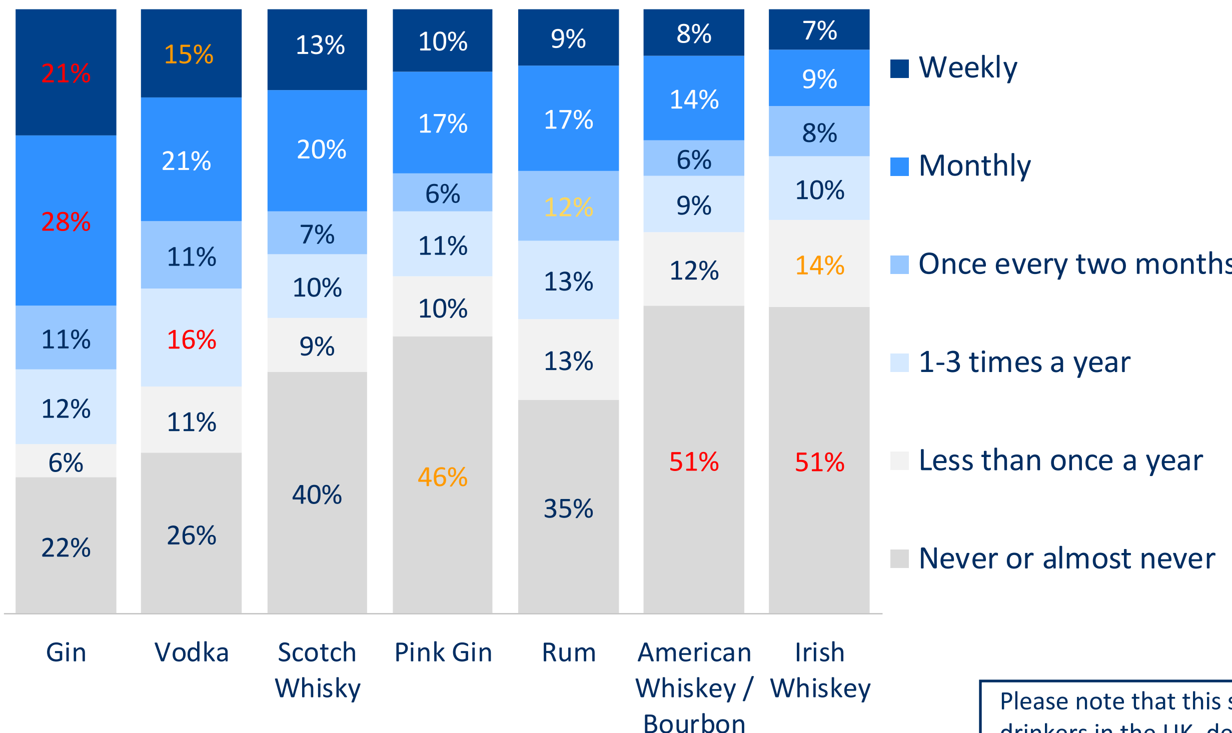
Wine Intelligence trade interview programme 2019
Source: Wine Intelligence, Vinitrac® Global, October 2019, n>1,000 regular wine drinkers

MINI CASE STUDY: THE GIN BOOM IN THE UK

Gin is the spirit most frequently consumed by UK spirits drinkers, with just under half drinking it on a monthly basis and 1 in 5 drinking at least once a week. It is also the most widely consumed spirit, with a slightly broader base than vodka

Spirit consumption frequency amongst spirit drinkers, UK

% who drink the following spirits at the following frequency
Base = All UK spirits drinkers (n=844)



There has been a structural decline in wine, from a volume perspective, over the last number of years and I think that (gin boom) is one of the key reasons for its decline
Wine Buyer, UK

The general view is that it is a domestic product so there is a regional aspect of it. There is a regionality and a national benefit for gin as a specific spirits category
Wine Buyer, UK

Please note that this sample is based upon all spirits drinkers in the UK, defined as those who have consumed gin, pink gin, vodka, rum, scotch whisky, Irish whiskey and/or American Whiskey / Bourbon in the past 12 months. For more information, please refer to page 103

Wine Intelligence trade interview programme 2019
Orange / red: Statistically significantly higher than 4 / 5 spirits at a 95% confidence level
Wine Intelligence Vinitrac® UK, October 19, n=844 UK spirits drinkers

Switching out of wine

MINI CASE STUDY: THE GIN BOOM IN THE UK

The primary gin drinking occasion is at home, not with food, whilst pink gin is more aligned with public occasions

wine intelligence

Gin consumption by occasion

% who would tend to drink gin or pink gin on the following occasions
Base = Those who drink gin or pink gin at least 1-3 times a year

	Gin	Pink Gin
As a drink on its own at home	54%	35%
On a special occasion at home	45%	36%
On a special occasion in a pub, bar or restaurant	42%	39%
As a drink on its own in a pub or bar	41%	38%
For a drink with work colleagues, or at a work-related even	37%	34%
After a meal in a pub or restaurant	25%	29%
During a meal in a pub or restaurant	23%	29%
After a meal at home	23%	22%
During a meal at home	18%	20%

Gin-buying channels

% who have bought gin or pink gin from the following channels in the past 6 months
Base = Those who drink gin or pink gin at least 1-3 times a year

	Gin	Pink Gin
In a supermarket	60%	55%
In a discount store (eg Aldi, Lidl,…)	23%	24%
From Duty Free (eg airports)	17%	15%
From a supermarket website	15%	22%
In an independent spirits and liquor store	10%	7%
In a corner / convenience shop	9%	17%
In a off licence chain (eg Majestic)	9%	14%
From another online spirits store	6%	8%
From a spirits distillery	5%	9%
On cross-channel shopping trips	5%	6%

Please note that this sample is based upon all spirits drinkers in the UK, defined as those who have consumed gin, pink gin, vodka, rum, scotch whisky, Irish whiskey and/or American Whiskey / Bourbon in the past 12 months. For more information, please refer to page 103

Wine Intelligence Vinitrac® UK, October 19, n=844 UK spirits drinkers

MINI CASE STUDY: HARD SELTZER IN THE US

Switching out of wine

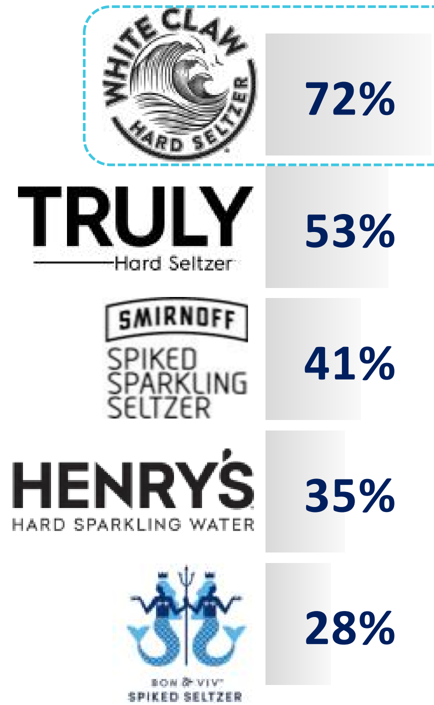
US wine consumers are turning to hard seltzers in pursuit of a lower-alcohol and lower-calorie alternative

- Fueled by health and wellness trends, hard seltzer has taken the US by storm, targeting those who are looking for a ‘healthier’, more convenient and sustainable alternative to other alcoholic beverages
- The idea is simple: a blend of seltzer (soda) water, alcohol and flavouring, creating a gluten-free, lower-alcohol beverage (4.5%-7% abv) that contains 100 calories or less and packaged in a sustainable can with an Insta-worthy label
- According to Nielsen, hard seltzer, or less commonly called ‘spiked’ seltzer, sales rose about 200% from 2018 to 2019 and grew 164.3% in July 2019 alone. The category is currently worth $550 million and is forecasted to reach $2.5 billion by 2021 (UBS)
- The category has converted wine lovers:
  - US regular wine drinkers who are lowering their wine consumption for other alcoholic beverages are doing so by trading in wine equally for beer and hard seltzer

> White Claw is always the first drink that goes at our parties now, its chosen before beer as it tastes nice, is refreshing, low-calorie and doesn’t smell and get sticky like beer if it gets spilt!
> ***Social Newbie, NY***

Hard seltzer purchase conversion: Top 5 brands

% who have bought the following hard seltzer brands in past 12 months
Base = US regular wine drinkers who drink hard seltzer



US regular wine drinkers are most loyal to White Claw

US regular wine drinkers who drink hard seltzer are more likely to have high involvement with the wine category compared with those who do not drink it

Nielsen; UBS
Source: Wine Intelligence, Vinitrac® US, October 2019, n=2,004 US regular wine drinkers

Consumers have been changing their wine choices - drinking from a more diverse repertoire of varietals, whilst reducing their country repertoires, with this mainly driven by Millennials

We anticipate a renewed focus on domestic and local wine in wine producing countries, reflecting national populations becoming more inwardly-focused and protective. This will also reflect consumers' agendas to support their local businesses at a time of economic crisis. Potentially, there could be a consumer backlash against certain countries and regions, depending on how the pandemic is managed.

Updated March 25th 2020

There is a shift in terms of how consumers are engaging with their wine choices. On the one hand, drinkers are narrowing their wine origin portfolio, yet at the same time appear to be diversifying their varietal choices and wine packaging formats

Varietal repertoires continue to become more fragmented, with consumers gravitating towards more red niche varietals in particular

Even though more consumers state that country of origin is important when choosing wine, consumers believe that they are drinking wine from a smaller repertoire of countries

The decreasing repertoire of countries is primarily driven by younger consumers in mature markets whilst South Korea has experienced an increase in origin repertoire among Millennials

Younger consumers are the driving force behind smaller formats. Trade members believe the greatest prospect for the wine industry is through alternative packaging, with lighter weight glass bottles holding the highest opportunity

Shifting wine choices

Shifting wine choices

Varietal repertoires continue to become more fragmented, with consumers gravitating towards more red niche varietals

Red varietal consumption incidence

% who have drunk the following varietals or wine types in the past 6 months
Base: n>=1,000 regular wine drinkers in Australia, Canada and the US

	Australia		
	2007	2019	Tracking
n=	*1007*	*1000*	'07 -'19
Cabernet Sauvignon	69%	50%	↓
Shiraz / Syrah	59%	49%	↓
Merlot	61%	48%	↓
Pinot Noir	36%	39%	→
Tempranillo	2%	11%	↑
Malbec	8%	11%	↑
Grenache	14%	10%	↓
Sangiovese	5%	10%	↑
Zinfandel	3%	5%	↑
Carménère	1%	5%	↑
Gamay	2%	4%	↑

	Canada		
	2011	2019	Tracking
n=	*2047*	*1002*	'11 -'19
Cabernet Sauvignon	54%	53%	→
Merlot	63%	52%	↓
Pinot Noir	42%	46%	↑
Shiraz / Syrah	42%	34%	↓
Malbec	16%	26%	↑
Zinfandel	22%	18%	↓
Sangiovese	8%	11%	↑
Grenache	6%	8%	↑
Pinotage	3%	8%	↑
Tempranillo	5%	7%	↑
Gamay	6%	6%	→
Carménère	4%	6%	↑

	US		
	2009	2019	Tracking
n=	*2073*	*1000*	'09 -'19
Merlot	65%	54%	↓
Cabernet Sauvignon	55%	48%	↓
Pinot Noir	40%	46%	↑
Zinfandel	45%	34%	↓
Malbec	45%	25%	↓
Shiraz / Syrah	8%	21%	↑
Sangiovese	30%	11%	↓
Grenache / Garnacha	7%	8%	↑
Tempranillo	6%	8%	→
Pinotage	3%	6%	↑
Carménère	4%	5%	↑
Gamay	3%	5%	↑

There has been a role from the media and sommeliers in convincing drinkers to try alternative varieties
Wine Writer, Australia

People are continuing to be interested in diverse varietals. I think when you look at the mass market, some things continue to do well. The classics such as Pinot Grigio, Pinot Noir and Chardonnay will continue to do well. But there is an awful lot of interest in lesser known grapes
Wine Importer, US

Wine Intelligence trade interview programme 2019
↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=1,000 regular wine drinkers

Shifting wine choices

The same goes for white varietals, with many experiencing a decrease in the proportion of consumers in the past 6 months

White varietal consumption incidence

% who have drunk the following varietals or wine types in the past 6 months
Base: n>=1,000 regular wine drinkers in Australia and the UK

	Australia		
	2007	2019	Tracking
n=	*1007*	*1000*	'07 -'19
Sauvignon Blanc	56%	57%	➡
Chardonnay	76%	49%	⬇
Pinot Grigio / Pinot Gris	17%	34%	⬆
Riesling	47%	32%	⬇
Sémillon	39%	18%	⬇
Chenin Blanc	15%	10%	⬇
Viognier	7%	7%	➡
Colombard	7%	6%	➡
Gewürztraminer	7%	5%	➡
Grüner Veltliner	1%	4%	⬆

	UK		
	2009	2019	Tracking
n=	*993*	*1000*	'09 -'19
Sauvignon Blanc	56%	56%	➡
Pinot Grigio / Pinot Gris	43%	53%	⬆
Chardonnay	73%	49%	⬇
Chenin Blanc	31%	25%	⬇
Riesling	26%	18%	⬇
Sémillon	21%	13%	⬇
Viognier	8%	10%	➡
Gewürztraminer	7%	8%	➡
Colombard	15%	8%	⬇
Grüner Veltliner	1%	4%	⬆

⬆ / ⬇ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=1,000 regular wine drinkers

Shifting wine choices

Even though more consumers state that country of origin is important when choosing wine, consumers believe that they are drinking wine from a smaller repertoire of countries

> I think that New World wines are a permanent of the wine landscape now. New Zealand doesn't seem to stop growing
> ***Wine Consultant, UK***

Country of origin consumption

% who have drunk wine from the following places in past 6 months
Base = n>=993 regular wine drinkers in the UK, US, Canada and China

	UK			US			China		
	2007	2019	Tracking	2008	2019	Tracking	2011	2019	Tracking
n=	*993*	*1000*	'07 -'19	*2024*	*2002*	'08 -'19	*1000*	*1004*	'11 -'19
France	64%	52%	↓	40%	35%	↓	83%	59%	↓
Australia	68%	41%	↓	44%	19%	↓	37%	32%	↓
Italy	40%	44%	→	43%	40%	↓	31%	25%	↓
California - USA	n/a	30%	→	76%	70%	↓	16%	21%	↑
Spain	40%	38%	→	21%	20%	→	17%	18%	→
Chile	44%	34%	↓	21%	17%	↓	28%	24%	↓
New Zealand	21%	30%	↑	14%	12%	↓	17%	18%	→
South Africa	46%	37%	↓	11%	6%	↓	10%	10%	→
Argentina	30%	20%	↓	20%	14%	↓	14%	11%	↓
Portugal	11%	17%	↑	10%	6%	↓	17%	18%	→
Germany	24%	15%	↓	21%	12%	↓	18%	14%	↓
Other USA (outside of California)	n/a	3%	n / a	40%	31%	↓	13%	11%	→

Wine Intelligence trade interview programme 2019
↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=993 regular wine drinkers

Shifting wine choices

The decreasing repertoire of countries is primarily driven by younger consumers in mature markets whilst South Korea has experienced an increase in origin repertoire amongst Millennials

wine intelligence

Country of origin consumption: Millennial consumers

% who have drunk wine from the following places in past 6 months
Base: n>=716 regular wine drinkers in the UK, the US and South Korea

	UK			SK			US		
	18-34			19-34			21-34		
	2009	2019	Tracking '09 -'19	2012	2019	Tracking '12 -'19	2009	2019	Tracking '09 -'19
n=	*250*	*248*		*363*	*455*		*417*	*595*	
France	60%	50%	↓	60%	51%	↓	40%	34%	→
Italy	38%	40%	→	19%	25%	↑	35%	34%	→
Spain	41%	34%	→	9%	27%	↑	23%	19%	→
New Zealand	22%	27%	→	2%	6%	↑	10%	8%	→
Australia	52%	24%	↓	15%	15%	→	31%	10%	↓
California - USA	41%	23%	↓	15%	19%	→	n/a	58%	n / a
South Africa	40%	23%	↓	4%	2%	→	8%	4%	↓
Argentina	24%	20%	→	5%	7%	→	16%	8%	↓
Chile	40%	17%	↓	62%	43%	↓	15%	12%	→
Portugal	9%	17%	↑	1%	8%	↑	5%	4%	→
Germany	14%	10%	→	6%	10%	→	13%	8%	↓
Other USA (outside of California)	2%	6%	↑	5%	6%	→	32%	20%	↓

↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2009 - 2019, n>=716 regular wine drinkers

Shifting wine choices

Younger consumers are the driving force behind smaller format wine

Purchase intent for small single serve bottle

% who are likely or very likely to buy a small bottle (single serve, 187ml – 200ml) if it was available from where they usually buy wine from and if the price was right
Base = n>=1,000 regular wine drinkers in Australia, Ireland, and the US

	RWD	18-34	35-54	55+
Australia	35%	50%	37%	20%
Ireland	34%	41%	37%	27%

	RWD	21-34	35-54	55+
US	51%	59%	57%	39%

Purchase intent for wine in a can

% who are likely or very likely to buy wine in a can (single serve, 250ml) if it was available from where they usually buy wine from and if the price was right
Base = n>=1,000 regular wine drinkers in Australia, Ireland, and the US

	RWD	18-34	35-54	55+
Australia	18%	34%	20%	4%
Ireland	11%	18%	10%	7%

	RWD	21-34	35-54	55+
US	26%	35%	34%	10%

For now, wine in can is consolidating its path in the US, but with the global cultural influence that this country has, it is possible that this trend spreads far beyond the American consumer
R&D Manager, Portugal

Canned wine might be a trend, especially amongst young consumers, but that will largely depend on a good marketing campaign and it will require new wine consumers to catch
Wine Journalist, Brazil

Wine Intelligence trade interview programme 2019
% / % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global 2019, n>=1,000 regular wine drinkers

Shifting wine choices

MINI CASE STUDY: ALTERNATIVE PACKAGING OPPORTUNITY FROM A TRADE PERSPECTIVE

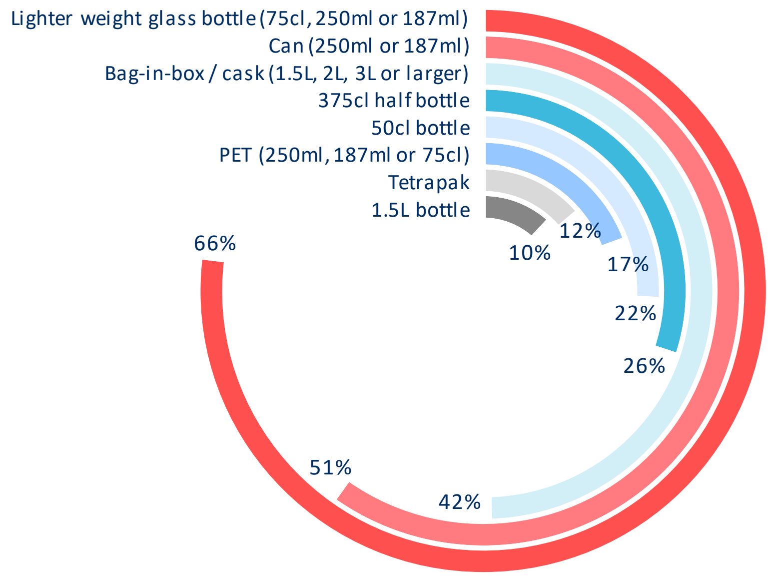
Trade members believe the greatest prospect for the wine industry is through alternative packaging, with lighter weight glass bottles holding the highest opportunity

- Trade respondents were asked where they thought innovation would be most likely to come from for wine up until 2025. The number one opportunity identified by the trade is alternative packaging, driven by consumer demand for portability and convenience
- Standard 75cl glass bottles continue to account for the majority of wine sales; however, consumers are becoming more aware that transporting glass bottles comes with a carbon footprint. This has the potential to make consumers seek more sustainable alternatives. Trade members also predict that a 'less is more' approach to wine packaging will appeal to consumers, especially with lighter weight glass bottles. Half of the trade respondents believe canned wine will present high growth opportunity due to cans being lighter and typically produced with more recycled materials, requiring less cardboard and energy for transporting

Wine packaging opportunity

% who find the following packaging types to have growth opportunity

Base = Trade experts representing 52 markets (n=296)



One of the greatest opportunities in the next five years will be delivering convenience driven packaging and fulfillment
Wine Retailer, UK

Interested in our Global Wine Industry Outlook 2019 report? Click here for more information

As "eco awareness" increases, I think new packaging forms are an opportunity space – could it be fibre bottles, a better plastic that breaks down, lighter weight glass?
Wine Importer, US

Tetrapaks will take off in the right time and also large formats, especially in the on-trade
Sommelier, Peru

Wine Intelligence trade interview programme 2019

Source: Wine Intelligence, Vinitrac® Global, wine trade members representing 52 markets (n=296)

Rosé has continued to grow, driven by a broad appeal across all consumer groups and supported by increasing premiumisation within this sub-category.

We anticipate that this trend will continue and potentially accelerate as the Northern hemisphere moves towards summer, delivering a bolstering in demand. Rosé also benefits from being associated with being a beverage which is 'a little treat or reward' so could yield additional rates of sales in the medium or longer term.

Updated March 25th 2020

It seems that everyone is drinking 'pink'. Instagram is flooded with consumers relaxing with pink gin or a pale glass of rosé wine. The visual appeal and increase in the quality of rosé wine is enticing consumers of all ages and genders

The proportion of wine drinkers consuming rosé has significantly increased since 2007 across multiple markets, and many consumers are moving from lower price rosé to more premium rosé, with Provence leading the quality rosé market

In Australia and the UK for example, both men and women of all ages are driving the increase in rosé consumption, with Millennial drinkers being the primary drivers of the category

As is the case for both red and white wine, consumers are driven by food pairing when choosing which rosé to buy, led by South Korean, Brazilian, Singaporeans and US regular wine drinkers

Whilst France is the most popular wine-producing origin for rosé wine, consumers are also drawn to domestic options

Universal rosé

Universal rosé

The proportion of wine drinkers consuming rosé has significantly increased since 2007 across multiple markets

wine intelligence

Rosé consumption

% of wine drinkers who have drunk rosé wine in the past 12 months
Base = n>=993 regular wine drinkers in Australia, Canada, the UK and the US

Australia	2007	17%	2019	36% ⬆
UK	2007	30%	2019	50% ⬆
US	2009	33%	2019	36% ⬆
Canada	2012	36%	2019	41% ⬆

Rosé-related category is very strong. It's mostly French rosé in Québec, and the rest of the country it's a mixture of rosé from different countries of origin and different price points. I would say there's still probably a little bit of that seasonal factor but not as much as it was like five years ago
Wine Specialist, Canada

We have seen a trend towards lighter wines, along with a huge increase in rosé. For rosé, we saw a 255% increase from 2017 – more than double growth
Wine Journalist, Denmark

Rosé consumption amongst Premium wine drinkers

% of premium wine drinkers who have drunk rosé wine in the past 12 months
Base = n>=112 premium wine drinkers in the UK and the US

UK	2007	37%	2019	52% ⬆
US	2009	38%	2019	44% ⬆

Wine Intelligence trade interview programme 2019
⬆ / ⬇ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=993 regular wine drinkers;
Wine Intelligence, Vinitrac® Global, 2008- 2019, n>=112 premium wine drinkers in each market

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Universal rosé

Whilst both male and female Australian and UK consumers of all ages are driving the increase in rosé consumption, Millennial females are the primary driver of the rosé / blush wine in the US

wine intelligence

> There has been a growth in rosé allowing it to transcend beyond a pink drink and has been accepted as a refreshing drink for summer
> ***Wine Writer, Australia***

Rosé consumption

% of regular wine drinkers who have drunk rosé wine in the past 12 months
Base = n>=993 regular wine drinkers in Australia, the UK and the US

Australia

	2007	2019
All RWDs	17%	36%
Male	15%	29%
Female	20%	44%
18-34	24%	47%
35-54	16%	31%
55+	15%	29%

UK

	2007	2019
All RWDs	30%	50%
Male	21%	42%
Female	39%	58%
18-34	46%	62%
35-54	27%	53%
55+	22%	41%

US

	2009	2019
All RWDs	33%	36%
Male	30%	32%
Female	36%	41%
21-34	29%	45%
35-54	33%	34%
55+	37%	32%

Wine Intelligence trade interview programme 2019
% / % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=993 regular wine drinkers

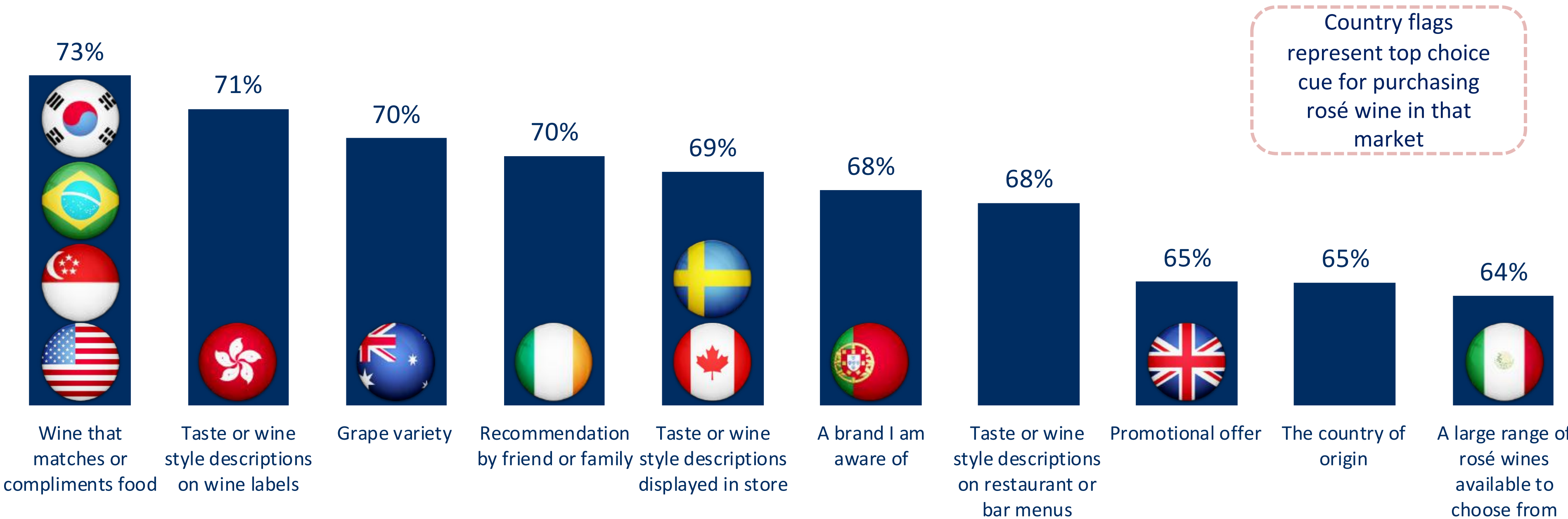
vinitrac.

Universal rosé

Food pairing is the key factor when choosing which rosé to buy, led by South Korean, Brazilian, Singaporeans and US regular wine drinkers

Rosé choice cues

% who indicate each of the following factors is 'important' or 'very important' when buying rosé wine
Base = n>=993 regular wine drinkers in Australia, Brazil, Canada, Hong Kong, Portugal, Ireland, Mexico, Singapore, South Korea, Sweden, US and UK



> Rosé wines are selling, that's a strange thing. All year-round. Last year you would've said rosé was a little bit seasonal, but now it's just regularised and it's selling well
> ***Wine Educator, Ireland***

> 70% of all wine drunk in Portugal is red. Rosé has been developing fast, but still much smaller
> ***Wine Distributor, Portugal***

> Rosé is growing enormously over the last two years. It has become a drink that is sold across the calendar now as opposed to just spring and summer. It's the lighter colour that attracts a lot of people. There's been a lot of education and movement from consumers in terms of rosé
> ***Wine Importer, Canada***

Wine Intelligence trade interview programme 2019
Source: Wine Intelligence, Vinitrac® Global, 2019, n>=993 regular wine drinkers

Universal rosé

Although France is the most popular wine-producing origin for rosé wine globally, consumers from wine-producing countries naturally migrate to domestic options

wine intelligence

Country of origin purchase for rosé wine

% who have bought rosé wine from the following places in past 6 months

Base = All Australian, Brazilian, Canadian, Chinese, Hongkonger, Irish, Mexican, Singaporean, South Korean, Swedish, US and UK regular wine drinkers who have consumed rosé wine in the past 12 months

Rosé from:			
Australian rosé drinkers	7%	78%	21%
Brazilian rosé drinkers	15%	9%	30%
Canadian rosé drinkers	34%	13%	33%
Chinese rosé drinkers	39%	43%	75%
Hongkonger rosé drinkers	33%	37%	68%
Irish rosé drinkers	28%	18%	48%
Mexican rosé drinkers	57%	19%	47%
Singaporean rosé drinkers	40%	46%	45%
South Korean rosé drinkers	33%	23%	50%
Swedish rosé drinkers	16%	13%	41%
US rosé drinkers	71%	17%	31%
UK rosé drinkers	32%	16%	39%

Source: Wine Intelligence, Vinitrac® Global, 2019, n>=993 regular wine drinkers

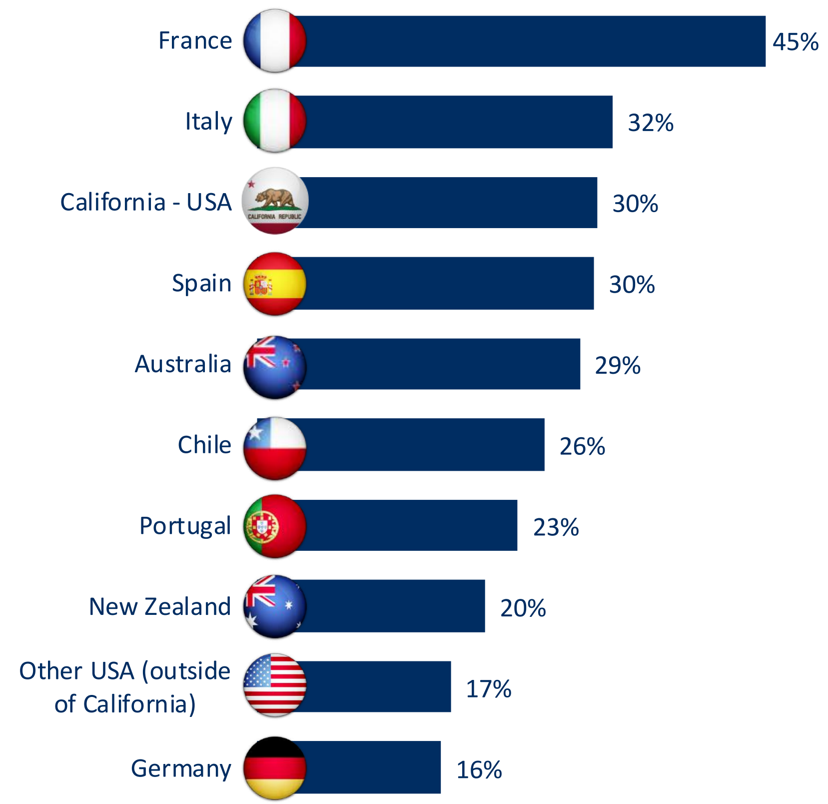
vinitrac

Universal rosé

When recalling which rosé wines drinkers are consuming, France and California dominate for both country and region of origin

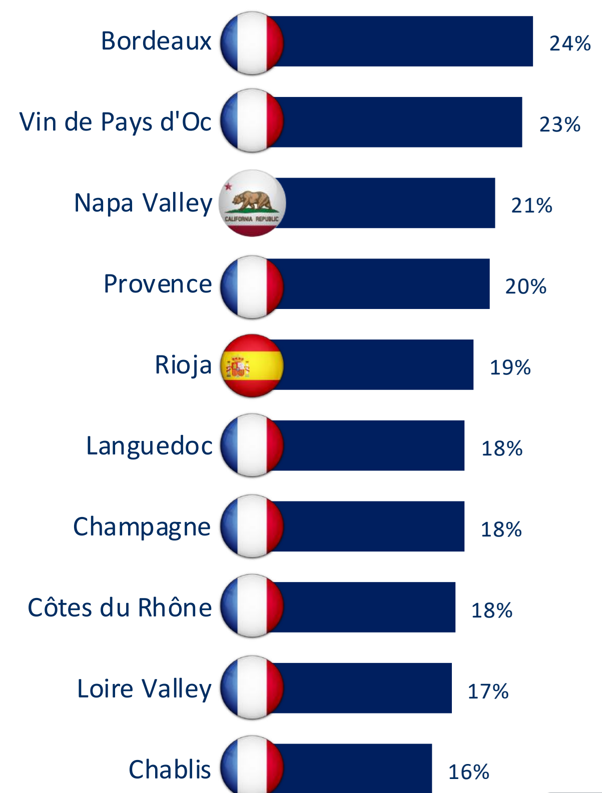
Country of origin purchase for rosé wine: Top 10

% who have bought rosé wine from the following places in past 6 months
Base = All Australian, Brazilian, Canadian, Chinese, Hongkonger, Irish, Mexican, Portuguese, Singaporean, Korean, Swedish, and UK regular wine drinkers who have consumed rosé wine in the past 6 months



Region of origin purchase for rosé wine: Top 10

% who have bought rosé wine from the following places in past 6 months
Base = All Australian, Brazilian, Canadian, Chinese, Hongkonger, Irish, Mexican, Portuguese, Singaporean, Korean, Swedish, and UK regular wine drinkers who have consumed rosé wine in the past 3 months



Source: Wine Intelligence, Vinitrac® Global, 2019, n>=993 regular wine drinkers

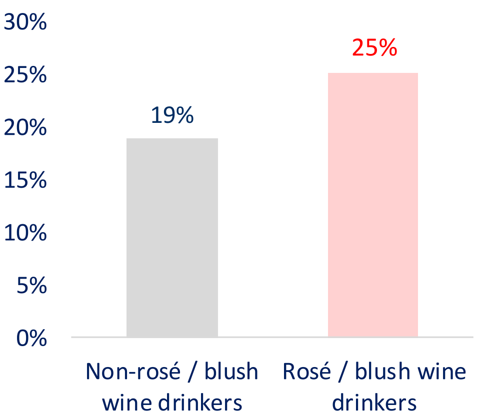
MINI CASE STUDY: ROSÉ WINE IN THE US

Universal rosé

Rosé volumes in the US continue to grow, driven by younger, female drinkers who are more likely to spend more per bottle and consume wine more frequently

- What was once seasonal is now a year-round beverage, with US rosé / blush wine sales surging in recent years, rising 3% to 17.9 million cases in 2018 (17.2 million cases in 2016). Such growth has helped global rosé sales increase by 1.9%, now taking up 9% of the market in 2018
- This increase is primarily driven by younger wine drinkers who purchase imported labels, most specifically rosé wine from Provence, which has grown 32% to 2.9 million cases in 2018 (2.2 million cases in 2017)
- US rosé / blush drinkers are more likely be female, to drink still wine on a weekly basis, and have higher involvement, confidence and knowledge compared to non-rosé / blush wine drinkers

% of those with high involvement



Confidence and knowledge

	Non-rosé / blush wine drinkers	Rosé / blush wine drinkers
Confidence	53.6	56.3
Knowledge	27.2	31.4

Wine consumption frequency

% who drink wine at the following frequency
Base = n=2,002 US regular wine drinkers

	Non-rosé / blush wine drinkers	Rosé / blush wine drinkers
Most days / every day	11%	12%
2-5 times a week	31%	39%
About once a week	29%	28%
1-3 times a month	29%	22%

% / % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Shanken's Impact Databank review and Forecast; IWSR
Source: Wine Intelligence, Vinitrac® US, 2019, n=2,002 US regular wine drinkers

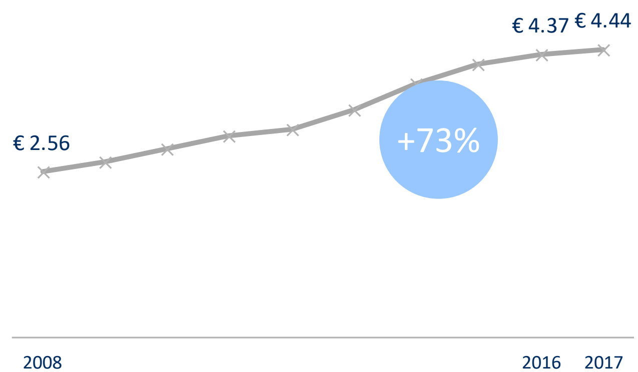
Universal rosé

MINI CASE STUDY: ROSÉ WINE FROM PROVENCE

Consumers are moving from lower priced rosé to more premium rosé, primarily from Provence

Average trade price of Provence rosé per bottle (ex-cellar)

Average price per bottle (in Euros excl. tax ex-cellar)

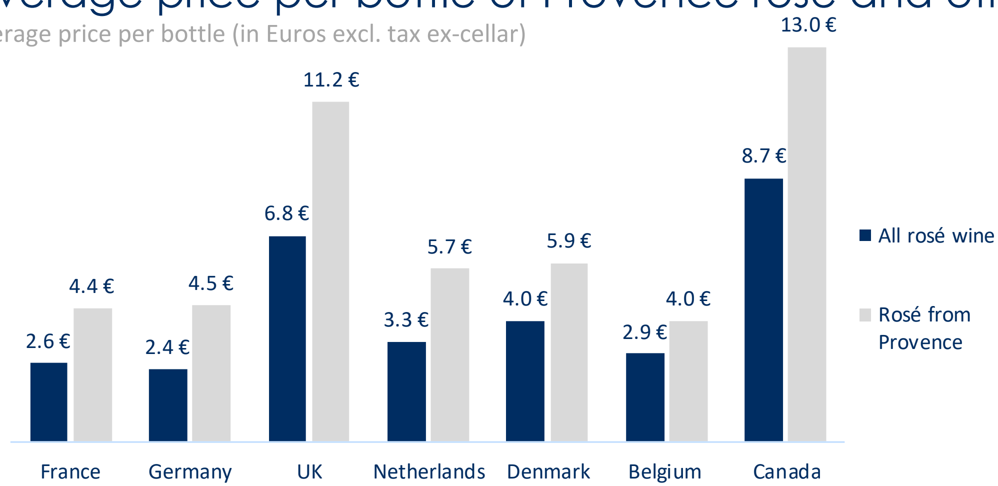


Rosé wine is led by the boom of French rosés from Provence
Wine Journalist, Italy

Rosé wine from Provence is, on average, **higher in price** compared with other rosé wines

Average price per bottle of Provence rosé and other rosé wines

Average price per bottle (in Euros excl. tax ex-cellar)



Whilst rosé wine from Provence is on average more expensive than other rosé wines, the **sales volumes** are **increasing globally**

Wine Intelligence trade interview programme 2019
Source: Les Chiffres Fous des Vins de Provence à l'Export, CIVP, Conference de Presse Analyse d'un success Mondial, 8 Mars 2018

Universal rosé

MINI CASE STUDY: ROSÉ WINE OPPORTUNITY FROM A TRADE PERSPECTIVE

Trade experts believe that the rosé wine category presents the highest opportunity amongst still wine

- For the first time in 2019, Wine Intelligence published the Global Wine Industry Outlook report, which collected views from wine industry professionals around the world to produce a strategic report focusing on confidence, opportunities and threats in the wine sector that are expected until 2025, including future opportunity on rosé wine
- The wine styles confidence index is calculated based on each trade member's answer to growth opportunities for the following styles of wine: Red, white, sparkling, rosé and flavoured wine. The index also ranges from 0 to 100 (100 =the trade member is extremely confident about the wine style opportunity, 0 = the trade member is not confident at all about the wine style opportunity)
- Whilst sparkling wines indeed provide the highest opportunity to the global wine category according to the trade, rosé wine follows closely behind. Most specifically, rosé from Provence is the foundation for the pink category, with key focus being on young consumers along with women

Interested in our Global Wine Industry Outlook 2019 report? Click here for more information

> Prosecco and sparkling wine are now so dominant as they made sparkling democratic. Rosé from Provence even made Rioja DOCa change their internal law to be able to achieve pale rosé wines. The key is that they target younger consumers and females, the most important new targets
> ***Wine Marketing Director, Spain***

Wine styles opportunity index

Base = Trade experts representing 52 markets (n=296)

Sparkling wine
74.5

Rosé wine
73.8

White wine
64.4

Red wine
58.5

Flavored wine
50.1

Overall wine style confidence index
64.3

There has been a continued increase in moderation, driving switching from wine to low and no alcohol alternatives

Evidence indicates that abstinence does not typically occur during times of crisis and if anything, consumption of alcohol can increase. Very early indications suggest that consumers are ‘moderating yet drinking more’. That is, on the one hand they are turning to low and no alcohol options as they realising how much easier it is to reach for an alcoholic drink when based at home permanently (when well) contrasted with confinement leading to increased alcohol consumption.

Updated March 25th 2020

The times they are a-changing. Across the world we are observing a more health-conscious and lifestyle-conscious consumer, with more choice than ever before in terms of both alcoholic and low-no alcohol beverages. The net result of this trend is a rising global population of consumers actively choosing to moderate their alcohol intake

A significantly increasing proportion of consumers consider alcohol content levels when choosing wine, which correlates with the global rise in consciousness of alcohol consumption

Compared with 2018, the proportion of those moderating their alcohol consumption has increased, with moderation trends primarily driven by Millennials

The majority of those who state they are reducing their alcohol consumption report doing so by switching to lower alcohol options rather than not drinking at all, with the proportion of these consumers in the UK and Netherlands significantly rising over the past year

Moderation

Moderation

A significantly increasing proportion of consumers consider alcohol content levels when choosing wine, which correlates with the global rise in consciousness of alcohol consumption

Wine-buying choice cue: Alcohol content

% who indicate 'alcohol content' is 'important' or 'very important' when buying wine
Base = n>=1,000 regular wine drinkers in Australia, Canada, Japan, Germany, the UK and US

Alcohol content is important to me when buying wine

Australia	2007	23%	2019	44% ↑
UK	2007	29%	2019	51% ↑
US	2008	31%	2019	42% ↑
Germany	2009	21%	2019	33% ↑
Canada	2011	32%	2019	46% ↑
Japan	2011	33%	2019	42% ↑

People are changing their drinking habits. They are not drinking as much volume anymore which, for a lot of producers that is their bread and butter
Wine Retailer, Australia

Other beverage categories – sophisticated adult drinks, other "stimulant" beverages: no alcohol, low alcohol, spirits. Main threat is moderation of alcohol. Wine has been on a downward curve in the UK for a while, and it's just going to accelerate
Wine Retailer UK

Wine Intelligence trade interview programme 2019
↑ / ↓ : statistically significantly higher / lower than previous wave(s) at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2007 - 2019, n>=1,000 regular wine drinkers

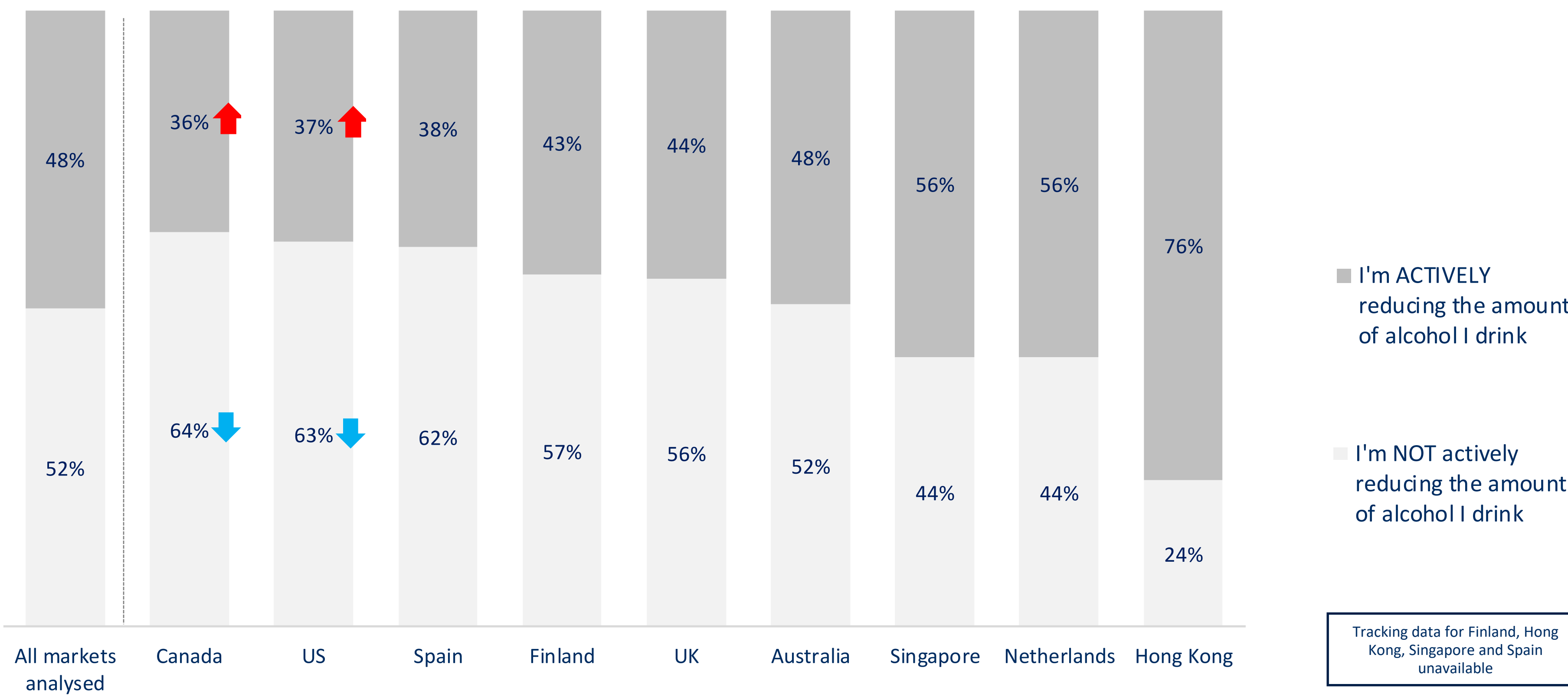
Moderation

Compared with 2018, the proportion of those moderating alcohol consumption has increased and significantly so in Canada and the US

We are seeing increasing interest in lower and non-alcohol products
Wine Distributor, Ireland

Are you actively reducing the amount of alcohol you drink?

Base = n>=600 regular wine drinkers in Australia, Canada, Finland, Hong Kong, Netherlands, Spain, the UK and the US; n=600 semi-annual wine drinkers in Singapore



Tracking data for Finland, Hong Kong, Singapore and Spain unavailable

Wine Intelligence trade interview programme 2019

: statistically significantly higher / lower than previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Global, 2018-2019, n>=600 regular wine drinkers; n=600 semi-annual wine drinkers

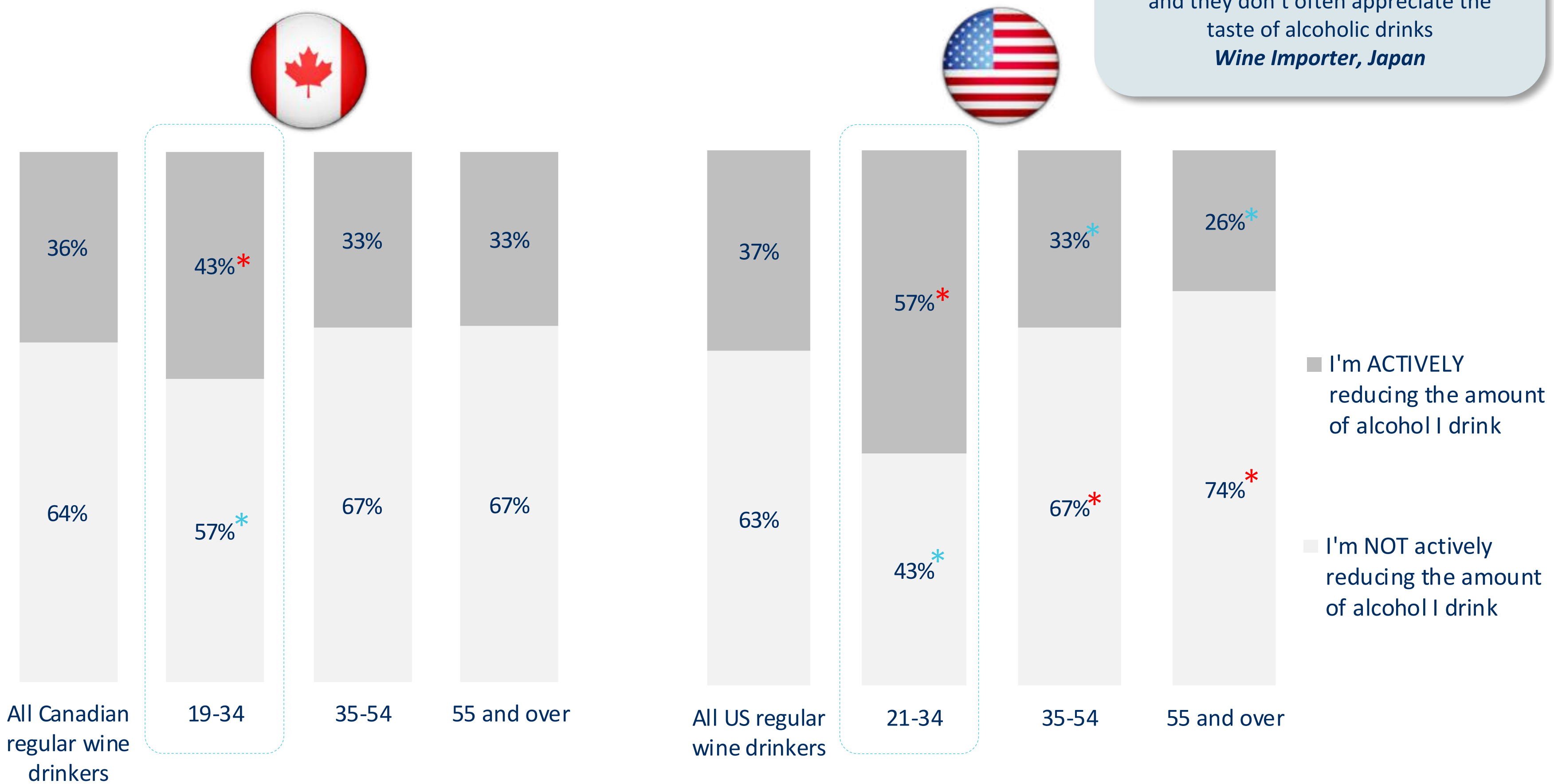
Moderation

Alcohol moderation is driven by Millennials

> Wine consumers aged 20-30 tend to drink less alcohol compared to older generations. They are concerned about the negative impact of alcohol to health, and they don't often appreciate the taste of alcoholic drinks
> ***Wine Importer, Japan***

Are you actively reducing the amount of alcohol you drink?

Base = n=2,479 regular wine drinkers in Canada and n=2,800 regular wine drinkers in the US



Wine Intelligence trade interview programme 2019

* / *: statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level

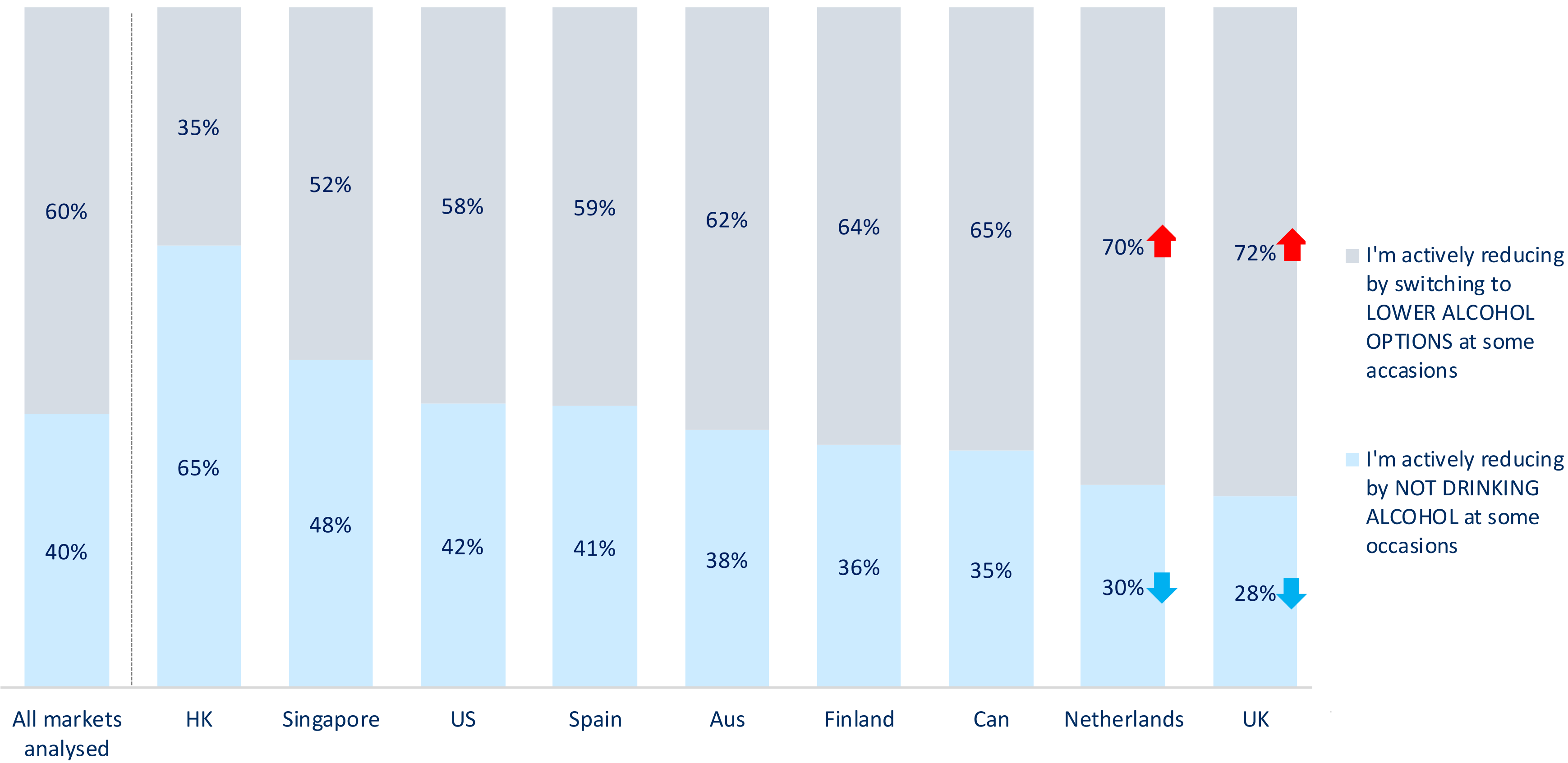
Source: Wine Intelligence, Vinitrac® Global, March 2019, n>=2,479 regular wine drinkers

Moderation

The majority of those who state they are reducing their alcohol consumption report doing so by switching to lower alcohol options, with the proportion of these consumers in the UK and Netherlands significantly rising over the past year

Have you stopped drinking alcohol at some occasions, or are you reducing by switching to lower alcohol options at some occasions?

Base = n>=600 regular wine drinkers in Australia, Canada, Finland, Hong Kong, Netherlands, Spain, UK and the US; n=600 semi-annual wine drinkers in Singapore



: statistically significantly higher / lower than previous wave(s) at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Global, 2018-2019, n>=600 regular wine drinkers; n=600 semi-annual wine drinkers

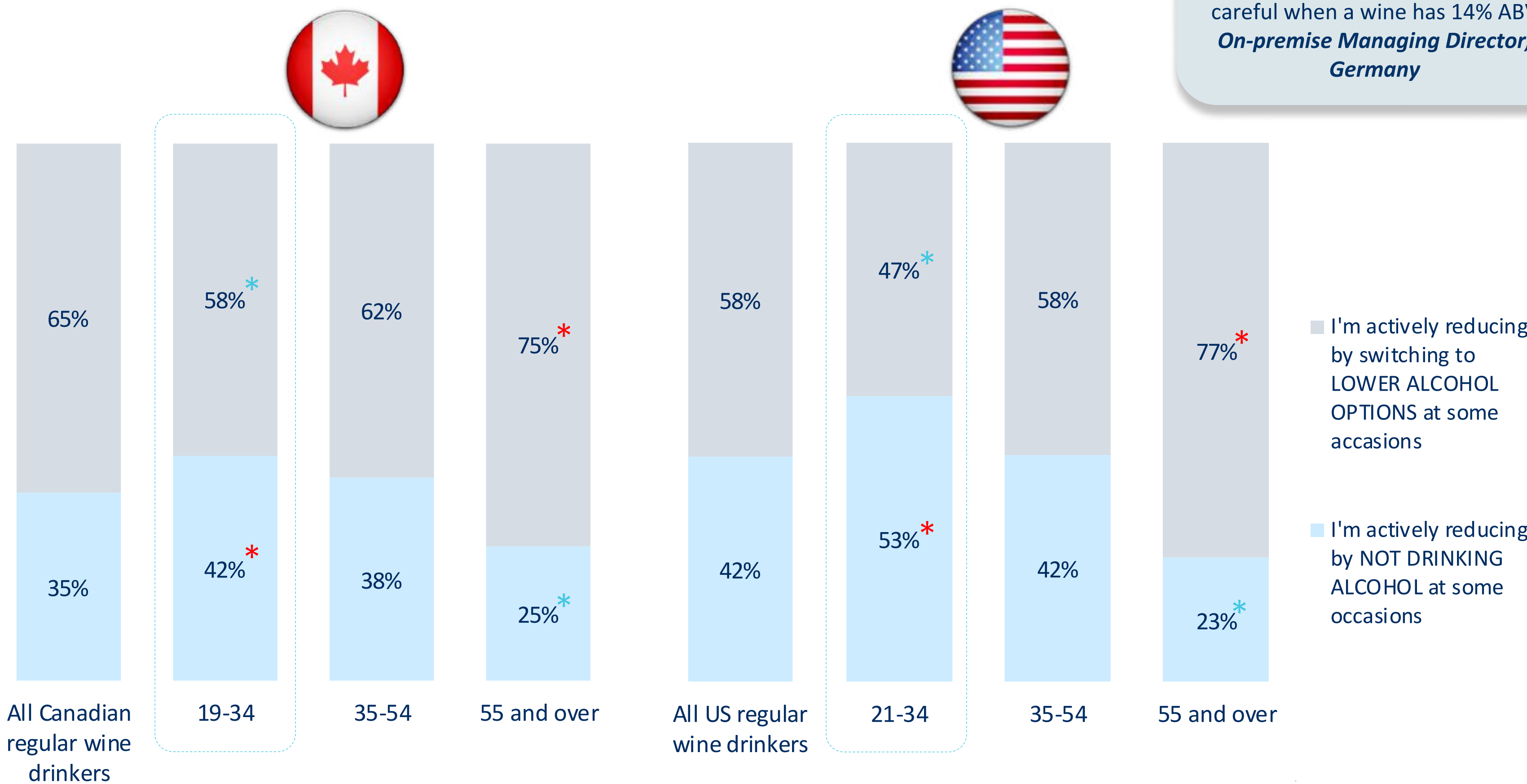
Moderation

Those younger wine drinkers who are moderating their alcohol intake are more likely to do so by not drinking alcohol at all rather than switching to lower alcohol options

Have you stopped drinking alcohol at some occasions, or are you reducing by switching to lower alcohol options at some occasions?

Base = n=2,479 regular wine drinkers in Canada and n=2,800 regular wine drinkers in the US

There is a clear trend towards lighter wines, so 1-1.5% ABV or less. Consumers are now paying attention to this. They are more careful when a wine has 14% ABV
On-premise Managing Director, Germany



Wine Intelligence trade interview programme 2019
* / *: statistically significantly higher / lower than all regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, March 2019, n>=2,479 regular wine drinkers

MINI CASE STUDY: LOW AND NON-ALCOHOLIC BEVERAGES

- The rise of health and wellness trends have led to consumers becoming more aware of alcohol consumption choices. Whilst the majority of those who state they are reducing their alcohol consumption report doing so by not drinking alcohol at all, there is opportunity for lower alcohol beverages
- According to social research firm Social Standards, conversations surrounding alcohol have declined over the past year in the US, yet conversations about lower alcohol beverages have consistently risen more than 80% since 2017, regardless of seasonality. Conversations about non-alcoholic drinkers are also growing, albeit at a slower place than for lower-alcohol

- Australian Vintage entered the alcohol-free category in October 2019 by launching McGuigan Zero, an alcohol free wine portfolio made up of 5 alcohol-free wines including Chardonnay, Sauvignon Blanc, sparkling, Shiraz and rosé

- Dutch brewing company, Heineken's 0.0 beer contains less than 0.5% abv and 69 calories per bottle
- Originally launched in Spain in 2016, Heineken's 0.0 beer is now available across 30 global markets, and recently invested $50 million in launching the no-alcohol beer in the US in an effort to align with sobriety trends. In the UK, Heineken 0.0 accounts for approximately 5 perfect of total Heineken brand sales

- Danish brewer Carlsberg recently launched an alcohol free Pilsner, Carlsberg Nordic (abv 0.5%), in response to the growing no-alcohol category
- The new Carlsberg brand will replace Carlsberg 0.0 and was launched across 170 Tesco supermarket stores in the UK in early January 2020

https://www.heineken.com; carlsberggroup.com
Social Standards 'Trends Transforming Beverage Alcohol' 2019 Consumer Insights Report
https://www.australianvintage.com.au/brand-news/mcguigan-wines-enters-alcohol-free-market-with-innovative-zero-range/

The opportunity for alternative and particularly sustainable wines is on the rise, driven by younger consumers and increased awareness.

During times of crisis, benefits which can be seen as desirable rather than fundamental are typically the first to be abandoned (think Maslow's hierarchy of needs). This may be the case for sustainable wines, particularly as they are often more expensive than their 'regular' counterparts. We know that after what may be a short-lived celebration, if and when the world rights itself, purse strings will tighten and may reduce the attraction of sustainable and alternative wines. Conversely, we can also expect a heightened focus on collective responsibility, leading to support for sustainable products.

Updated March 25th 2020

wine intelligence

Ethical consumerism has gained traction in recent years, with consumers increasingly paying attention to the impact of their behaviours on both the environment and their health. Wine drinkers are starting to look for alternatives, to extend their ethical impact

Organic wine has the highest opportunity score amongst alternative wine styles at a global level, although there is a lot of inconsistency from a consumer point of view as to the nature and benefits of organic wine

Whilst the order (rank) of the appeal of alternative wine types has remained relatively stable since 2018, opportunity index scores have typically increased, driven by increasing awareness of these alternative wine types

For example, at least a third of regular wine drinkers in both Canada and the United States claim that they would be likely to purchase cannabis-infused wine

Younger wine drinkers are the key demographic that present the most opportunity to this category, due to their attitudes and willingness to invest time and money into their health

Rising ethical engagement

Rising ethical engagement

Organic wine achieves the highest opportunity score amongst alternative wine styles at a global level

wine intelligence

Global SOLA wine opportunity index 2019

Rank	Type of wine	AUS	BEL	CAN	FIN	DEU	HKG	JPN	NLD	NZL	PRT	SGP	ESP	SWE	GBR	USA	[GLOBAL] Weighted opportunity index
1st	Organic wine	42	46	43	70	49	45	50	46	41	36	42	35	64	39	51	48.0
2nd	Sustainably produced wine	38	38	40	53	47	34	42	39	39	46	44.7	45.8	44	36	47	44.2
3rd	Fairtrade wine	33	41	35	57	45	40	29	38	30	30	36.5	40.9	44	46	44	41.3
4th	Environmentally friendly wine	36	30	37	54	35	35	35	25	40	36	42	54	39	32	47	40.9
5th	Preservative free wine	40	23	35	43	28	34	54	26	34	35	38	38	32	31	42	39.0
6th	Sulphite free wine	34	31	35	39	24	28	45	20	32	37	29	41	27	30	42	36.9
7th	Carbon neutral winery	29	24	30	32	24	28	26	23	29	33	30	36	29	31	39	32.7
8th	Lower alcohol wine	38	22	29	32	30	34	28	26	45	33	43	32	25	34	32	31.6
9th	Orange / skin contact wine	25	18	26	31	25	31	31	17	26	25	25	23	17	24	41	30.6
10th	Biodynamic wine	29	29	26	37	20	34	27	22	26	22	24	24	22	26	34	28.5
11th	Non-alcoholic wine	29	24	25	31	28	31	19	25	27	17	30	26	34	29	26	26.6
12th	Vegan wine	24	10	21	34	22	30	18	17	25	15	18	26	19	24	32	25.5
13th	Vegetarian wine	23	8	21	n/a	n/a	26	n/a	16	n/a	13	26	22	19	22	34	20.3

= ranks among the top 3 in the market

I think the greatest opportunity in wine emphatically will be through the lens of organic, biodynamic and sustainable products. Consumers are increasingly aligning their consumption of other products i.e. fruit, vegetables, etc, with their other decision-making processes. I think the next logical step for wine and other beverages, particularly alcohols, will be to fit into this sort of decision making

Wine Retailer, Australia

Wine Intelligence trade interview programme 2019

Source: Wine Intelligence, Vinitrac® October 2018, January / March 2019 (n=16,704) regular wine drinkers

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Rising ethical engagement

With the exception of South Korea and Sweden, approximately a third of consumers believe that organic wine is both better for the environment and one's health, aligning with supply chain view that "organic" has multiple meanings in the context of wine

Organic wine understanding

% who find the following statements about organic wine true compared to 'regular' wine
Base = n>=700 wine drinkers in Australia, Brazil, Canada, Hong Kong, Portugal, Ireland, Mexico, Singapore, South Korea, Sweden and the US

	Australia	Brazil	Canada	Hong Kong	Portugal	Ireland	Mexico	Singapore	South Korea	Sweden	US
n=	*1000*	*1000*	*1000*	*770*	*700*	*1000*	*700*	*769*	*1592*	*1003*	*2004*
More expensive	32%	33%	37%	34%	38%	44%	29%	39%	51%	31%	36%
More environmentally-friendly	29%	38%	30%	36%	41%	37%	53%	28%	59%	52%	31%
Better for my health	22%	32%	19%	37%	38%	28%	35%	32%	48%	21%	27%
It is less processed	26%	26%	19%	28%	31%	28%	34%	23%	18%	14%	24%
More ethically responsible	22%	25%	23%	25%	33%	34%	30%	20%	31%	32%	24%
Higher in quality	14%	26%	13%	31%	15%	17%	26%	26%	33%	14%	21%
Tastes better	10%	21%	10%	20%	15%	13%	18%	16%	17%	10%	15%
Better with food	9%	15%	8%	15%	8%	9%	18%	13%	16%	4%	12%
More prestigious	10%	16%	7%	13%	8%	9%	14%	12%	13%	10%	11%
Lower in calories	10%	14%	7%	13%	9%	8%	13%	12%	7%	3%	10%
Tastes worse	8%	8%	5%	10%	7%	7%	4%	8%	5%	4%	8%
Lower in alcohol	8%	16%	4%	12%	8%	7%	13%	12%	7%	3%	8%

Consumers do not know the difference. They think that this (organic) means that there are no treatments in the vineyard
Wine Producer, Portugal

The challenge with organic wine is that a lot of consumers assume wine is organic, how could it not be, it comes from the ground and comes from grapes. They don't think about pesticides and how they are used on grapes just like many other agricultural products
Wine Brand Owner, US

Wine Intelligence trade interview programme 2019
Source: Wine Intelligence, Vinitrac® Global, October 2019, n>700 regular wine drinkers

Rising ethical engagement

Whilst the ranking of alternative wine types has remained relatively stable since 2018, the opportunity index scores have typically increased, driven by increasing awareness of these alternative wine types

wine intelligence

Global SOLA wine opportunity index 2019

	Type of wine	Global SOLA wine opportunity index		
		2019 weighted opportunity index	2018 score difference	2018 rank difference
1st	Organic wine	48.0	0.8	=
2nd	Sustainably produced wine	44.2	1.6	=
3rd	Fairtrade wine	41.3	-0.3	=
4th	Environmentally friendly wine	40.9	0.8	=
5th	Preservative free wine	39.0	0.7	=
6th	Sulphite free wine	36.9	0.5	=
7th	Carbon neutral winery	32.7	0.9	=
8th	Lower alcohol wine	31.6	2.6	=
9th	Orange / skin contact wine	30.6	3.6	1 ↑
10th	Biodynamic wine	28.5	0.2	-1 ↓
11th	Non-alcoholic wine	26.6	3.7	1 ↑
12th	Vegan wine	25.5	0.9	-1 ↓
13th	Vegetarian wine	20.3	n/a	n/a

There is growing interest in low and no alcohol because of the health discussion. The whole concept of no alcohol is growing but it is mainly done by beer, which is dominant in that growth, but we expect wine to follow
Wine Business Consultant, Netherlands

People do seem willing to pay – whether it's about local or sustainable messages – people are willing to pay more. The >$10 wines are seeing growth. People are willing to pay more if there's a good story
Wine Promoter, Canada

I think consumers are increasingly aligning their consumption of organic wine with other products like organic fruits and vegetables as well as lifestyle choices like holidays and sports and overall wellbeing
Wine Retailer, Australia

Wine Intelligence trade interview programme 2019
Source: Wine Intelligence, Vinitrac® 2018 (n=12,001) and 2019 (n=16,704) wine drinkers in 15 global wine markets

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Rising ethical engagement

Millennial wine consumers are more likely to purchase a wide variety of alternative wines compared with other regular wine drinkers

wine intelligence

Alternative wine purchase: By age

% who have sought to purchase the following types of wine in the past 6 months
Base = n>=1,000 regular wine drinkers in Australia, the UK and the US

	US			UK			Australia		
	21-34	35-54	55+	18-34	35-54	55+	18-34	35-54	55+
Sample size n=	*594*	*631*	*775*	*248*	*328*	*424*	*319*	*316*	*365*
Organic wine	21%	17%	6%	8%	6%	4%	16%	10%	4%
Sustainably produced wine	11%	8%	5%	7%	2%	2%	8%	5%	4%
Environmentally friendly wine	11%	8%	4%	8%	2%	1%	10%	4%	2%
Lower alcohol wine	12%	9%	2%	11%	7%	6%	14%	8%	8%
Preservative free wine	10%	8%	3%	4%	1%	1%	7%	8%	3%
Non-alcoholic wine	11%	7%	1%	8%	3%	5%	11%	5%	4%
Sulfite free wine	8%	6%	3%	2%	4%	3%	6%	5%	2%
Fairtrade wine	7%	8%	2%	17%	6%	7%	7%	2%	1%
Wine from a carbon-neutral winery	9%	5%	2%	3%	0%	0%	4%	1%	0%
Orange / skin contact wine	7%	6%	1%	4%	1%	0%	3%	1%	0%
Vegan wine	7%	5%	1%	5%	3%	2%	6%	3%	0%
Vegetarian wine	5%	5%	1%	3%	2%	1%	6%	0%	0%
Biodynamic wine	5%	4%	1%	0%	1%	1%	4%	2%	0%

%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, 2019, n>=1,000 regular wine drinkers

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Rising ethical engagement

PURCHASE INTENT OF ALTERNATIVE WINE TYPES

- The objective was to investigate the influence of alternative wine purchase cues on consumers' decision-making when buying wine. An experimental study was carried out to compare the influence of the quality reassurance and ethical purchase cues on intent to purchase when communicated implicitly on the wine label along with other information (origin, varietal, vintage, etc.)

- Participants were asked: ***'How likely would you be to purchase each of the following wines if they were available from where you typically purchase wine and if the price was right for you?'***

- A control bottle - that is one with **no** additional wine cues mentioned - was tested along with two bottles containing quality reassurance cues and 12 bottles with sustainable and alternative cues on the label

Control bottle

Quality reassurance cues

Please note the coloured highlight boxes on these bottles were not shown to respondents but are used to emphasise cues in this report

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Rising ethical engagement

PURCHASE INTENT OF ALTERNATIVE WINE TYPES

Please note the coloured highlight boxes on these bottles were not shown to respondents but are used to emphasise cues in this report

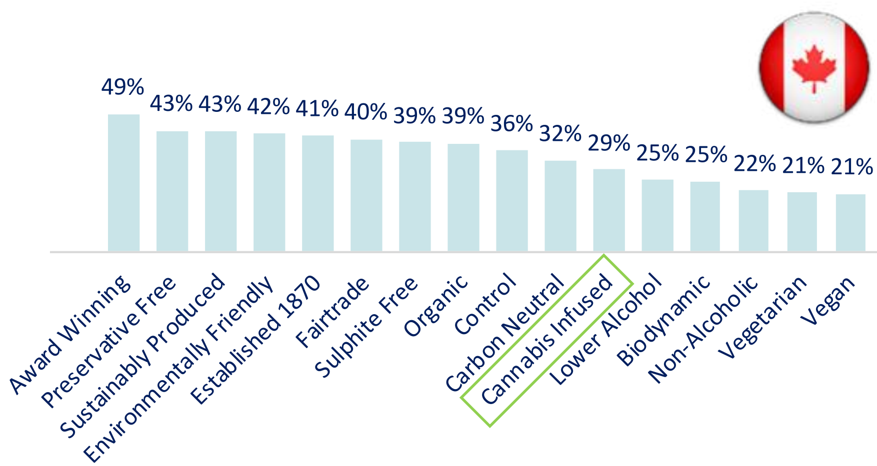
Alternative wine cues

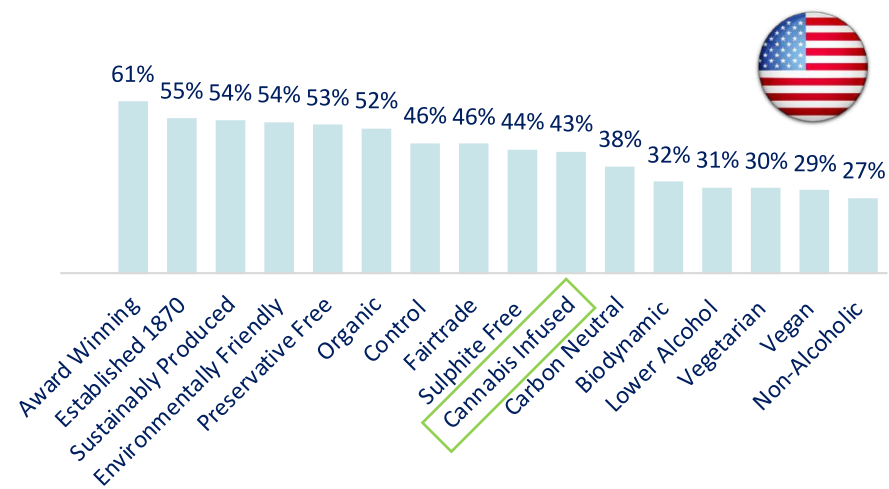
Rising ethical engagement

At least a third of regular wine drinkers in both Canada and the United States would be likely to purchase cannabis infused wine

Intent to purchase of cannabis wine in the Canada and the US

% who would be likely or very likely to purchase the following wines
Base = n>=1,000 regular wine drinkers in Canada and the US





Source: Wine Intelligence, Vinitrac® Global, 2019, n>=1,000 regular wine drinkers

Rising ethical engagement

Millennials tend to be environmentally aware, are more likely to eat vegetarian / vegan food, buy brands that support social causes, and be willing to purchase environmentally safe products

wine intelligence

Attitudes towards ethical engagement

% who agree or strongly agree with the following attitudinal statements
Base = n>=1,000 regular wine drinkers in Australia, Sweden, the UK and the US

	All RWD	18-34	35-54	55+	All RWD	18-34	35-54	55+	All RWD	18-34	35-54	55+	All RWD	21-34	35-54	55+
n=	*1000*	*276*	*374*	*350*	*1003*	*181*	*313*	*510*	*1000*	*248*	*328*	*424*	*3000*	*849*	*1038*	*1113*
"I try to buy food that is grown or produced locally (in the region where I live)"	54%	49%	57%	55%	59%	52%	61%	60%	51%	50%	49%	54%	25%	27%	28%	20%
"I am willing to pay more for a product that is environmentally safe"	41%	44%	43%	35%	43%	47%	47%	39%	46%	59%	47%	38%	22%	29%	26%	12%
"I actively eat more / exclusively vegetarian or vegan food"	21%	33%	20%	13%	27%	49%	32%	17%	29%	43%	32%	19%	14%	21%	14%	7%
"I am willing to give up convenience in return for a product that is environmentally safe"	37%	44%	43%	27%	31%	39%	33%	27%	45%	52%	53%	33%	19%	25%	23%	10%
I expect the brands I buy to support social causes	35%	49%	36%	22%	42%	53%	42%	37%	34%	44%	44%	19%	17%	22%	22%	9%

%/ % : statistically significantly higher / lower than regular wine drinkers at a 95% confidence level
Source: Wine Intelligence, Vinitrac® Global, October 2019, n>=1,000 regular wine drinkers

vinitrac

Rising ethical engagement

Younger wine drinkers are the key demographic that present the most opportunity to alternative products due to their attitudes and willingness to invest time, education and money into their health

Ethical attitudes amongst US regular wine drinkers

% who agree or strongly agree with the following attitudinal statements
Base = All US regular wine drinkers (n = 3,000)

“I try to buy food that is grown or produced locally (in the region where I live)”		Age groups		
	All US regular wine drinkers	21-34	35-54	55 and over
	3,000	*849*	*1038*	*1113*
	25%	27%	28%	20%

“I actively eat more / exclusively vegetarian or vegan food”		Age groups		
	All US regular wine drinkers	21-34	35-54	55 and over
	3,000	*849*	*1038*	*1113*
	14%	21%	14%	7%

“I am willing to pay more for a product that is environmentally safe”		Age groups		
	All US regular wine drinkers	21-34	35-54	55 and over
	3,000	*849*	*1038*	*1113*
	22%	29%	26%	12%

“I am willing to give up convenience in return for a product that is environmentally safe”		Age groups		
	All US regular wine drinkers	21-34	35-54	55 and over
	3,000	*849*	*1038*	*1113*
	19%	25%	23%	10%

Source: Wine Intelligence, Vinitrac® US, 2019, n=3,000 regular wine drinkers

Rising ethical engagement

MINI CASE STUDY: FAIRTRADE WINE IN THE UK

Fairtrade has the highest opportunity index score in the UK wine market, with Co-op being the world's largest Fairtrade retailer

- Co-op is the world's largest Fairtrade wine retailer
  - In 2013, more than 11 million litres of Fairtrade wine were consumed in the UK (Fairtrade Foundation)
  - By 2015, Co-op sold over 50 million bottles of Fairtrade wine
  - Co-op usees Fairtrade Premium to provide bursaries for their workers and for training and education

Fairtrade ought to work well, but there's a limited number of countries that can produce Fairtrade wine, and I think there's a lot of consumer confusion about what it really means. So, I don't know whether it has a huge opportunity in the future
Wine Distributor, UK

Examples of Fairtrade wine sold in Co-op stores:

®

- Fairtrade International is an organisation that promotes and certifies products and ingredients, including wine, that have met social, economic and environmental standards set by the Fairtrade Foundation, which also includes the protection of workers' rights and the environment
- The Fairtrade Foundation independently checks that the standards are met by all those involved at each part of the product's supply chain and licenses the use of the Fairtrade Mark on products and packaging that have met the requirements

Wine Intelligence trade interview programme 2019
Source: https://www.fairtrade.org.uk/What-is-Fairtrade/What-Fairtrade-does; https://food.coop.co.uk/food-ethics/people/fairtrade/product-stories/fairtrade-wine/

CONTENTS

RESEARCH METHODOLOGY: AUSTRALIA

Vinitrac®

- The data for this report was collected in March 2007, October 2009, October 2015, July 2018 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Australian regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

		Mar-07	***Oct-09***	***Oct-15***	***Jul-18***	***Jul-19***
	n=	***1,007***	***1,008***	***1,001***	***1,000***	***1,000***
Gender	Male	50%	50%	50%	50%	50%
	Female	50%	50%	50%	50%	50%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***
Age	18-24	11%	12%	12%	13%	13%
	25-34	19%	19%	19%	19%	19%
	35-44	19%	19%	19%	16%	16%
	45-54	18%	18%	16%	15%	15%
	55-64	22%	22%	15%	16%	16%
	65 and over	12%	12%	18%	20%	20%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***
Region	Australian Capital Territory	2%	2%	2%	1%	1%
	New South Wales	28%	31%	30%	33%	33%
	Northern Territory	1%	1%	0%	2%	2%
	Queensland	23%	19%	21%	18%	18%
	South Australia	9%	9%	11%	7%	7%
	Tasmania	2%	2%	2%	1%	1%
	Victoria	25%	26%	26%	29%	29%
	Western Australia	10%	10%	8%	9%	9%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Australia, Mar'07 (n=1,007), Oct'09 (n=1,008), Oct'15 (n=1,001), Jul'18 (n=1,000) and Jul'19 (n=1,000) Australian regular wine drinkers

RESEARCH METHODOLOGY: BELGIUM

Vinitrac®

- The data for this report was collected in March 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Belgian regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

		Mar-19
	n=	***1,000***
Gender	Male	52%
	Female	49%
	Total	***100%***
Age	18 to 24	7%
	25 to 34	13%
	35 to 44	15%
	45 to 54	18%
	55 and over	47%
	Total	***100%***
Region	Brussels	11%
	South (French) Belgium - Wallonid	34%
	North (Flemish) Belgium - Vlaanderen	55%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Belgium, Mar'19 (n=1,000)

RESEARCH METHODOLOGY: BRAZIL

Vinitrac®

- The data for this report was collected in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Brazilian regular wine drinkers in terms of gender, age and state
- The distribution of the sample is shown in the table

		Oct-19
	n=	*1,000*
Gender	Male	53%
	Female	47%
	Total	***100%***
Age	18-24	12%
	25-34	29%
	35-44	26%
	45-54	19%
	55-64	14%
	Total	***100%***
State	North	7%
	Bahia	6%
	North East (outside Bahia)	20%
	Espírito Santo + Minas Gerais	11%
	Rio de Janeiro	10%
	São Paulo	24%
	South	15%
	Midwest	8%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Brazil, Oct'19 (n=1,000)

RESEARCH METHODOLOGY: CANADA

Vinitrac®

- The data for this report was collected in October 2011, May 2012, July 2018 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Canadian regular wine drinkers in terms of age, gender and province
- The distribution of the sample is shown in the table

		Oct-11	May-12	Jul-18	Jul-19
	n=	2,047	1,190	1,000	1,002
Gender	Male	49%	52%	50%	50%
	Female	51%	48%	50%	50%
	Total	***100%***	***100%***	***100%***	***100%***
Age	19-24	n/a	n/a	9%	9%
	25-34	n/a	n/a	20%	20%
	35-44	n/a	n/a	22%	22%
	45-54	n/a	n/a	13%	13%
	55-64	n/a	n/a	18%	18%
	65 and over	n/a	n/a	18%	18%
	Total	***n/a***	***n/a***	***100%***	***100%***
Province	Quebec	38%	38%	39%	39%
	Ontario	27%	27%	25%	25%
	West	30%	30%	31%	30%
	Other Provinces	5%	5%	5%	5%
	Total	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Canada, Oct'11 (n=2,047), May'12 (n=1,190), Jul'18 (n=1,000) and Jul'19 (n=1,002)

RESEARCH METHODOLOGY: CHINA

Vinitrac®

- Vinitrac® data for this study were collected in November 2011, April 2014, October 2015 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- The respondents in both waves meet the following requirements:
  - Urban upper-middle class: personal monthly income before tax at least 6,000 RMB in Beijing, Guangzhou, Shanghai, Hangzhou and Shenzhen; or 5,000 RMB in Wuhan, Chengdu, Shenyang, Chongqing, Changsha, Zhengzhou and Guiyang
  - 18-54 years old
  - Residents of Beijing, Guangzhou, Shanghai, Wuhan, Chengdu, Shenyang, Hangzhou, Shenzhen, Chongqing, Changsha, Zhengzhou and Guiyang
  - Drink imported grape-based wine at least twice a year
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Chinese urban upper-middle class imported wine drinkers
- The distribution of the sample is shown in the table

		Nov-11	Apr-14	Oct-15	Jul-19
	n=	*1,000*	*1,004*	*1,000*	*1,004*
Gender	Male	66%	50%	52%	53%
	Female	34%	50%	48%	47%
	Total	*100%*	*100%*	*100%*	*100%*
Age	18-29	32%	44%	41%	31%
	30-39	42%	27%	28%	33%
	40-54	26%	29%	31%	36%
	Total	*100%*	*100%*	*100%*	*100%*
City	Shanghai, Hangzhou	n/a	24%	24%	25%
	Beijing	n/a	17%	18%	17%
	Shenyang, Zhengzhou	n/a	9%	8%	9%
	Guangzhou, Shenzhen	n/a	20%	21%	19%
	Changsha, Wuhan	n/a	10%	10%	7%
	Chengdu, Guiyang	n/a	8%	8%	12%
	Chongqing	n/a	12%	11%	11%
	Total	*n/a*	*100%*	*100%*	*100%*
Income	Less than 9,000 RMB	n/a	n/a	n/a	27%
	9,000-11,999 RMB	n/a	n/a	n/a	34%
	12,000+ RMB	n/a	n/a	n/a	39%
	Total	*n/a*	*n/a*	*n/a*	*100%*
Imported wine consumption frequency	2-5 times per year	18%	19%	18%	15%
	About once every two months	19%	23%	19%	24%
	1-3 times per month	32%	28%	35%	38%
	Once a week or more often	31%	29%	28%	23%
	Total	*100%*	*100%*	*100%*	*100%*

Source: Wine Intelligence, Vinitrac® China, Nov'11 (n=1,000), Apr'14 (n=1,004), Oct'15 (n=1,000) and Jul'19 (n=1,004)

RESEARCH METHODOLOGY: FINLAND

Vinitrac®

- The data for this survey was collected in Finland in July 2018 and March 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Finnish regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

		Jul-18	Mar-19
	n=	1,000	1,000
Gender	Male	52%	48%
	Female	48%	52%
	Total	***100%***	***100%***
Age	18 - 24	9%	7%
	25 - 34	16%	14%
	35 - 44	16%	14%
	45 - 54	16%	16%
	55 and over	43%	49%
	Total	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Finland, Jul'18 (n=1,000) and Mar'19 (n=1,000)

RESEARCH METHODOLOGY: GERMANY

Vinitrac®

- The data for this report was collected in March 2007, March 2009, March 2015 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of German regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

		Mar-07	Mar-09	Mar-15	Jul-19
	n=	1,053	1,028	1,003	1,000
Gender	Male	44%	44%	43%	43%
	Female	56%	56%	57%	57%
	Total	***100%***	***100%***	***100%***	***100%***
Age	18 - 24	5%	5%	5%	4%
	25 - 34	12%	12%	12%	12%
	35 - 44	20%	20%	18%	16%
	45 - 54	20%	20%	23%	22%
	55 and over	43%	43%	42%	46%
	Total	***100%***	***100%***	***100%***	***100%***
Region	Baden-Württemberg	12%	12%	14%	15%
	Bayern	16%	16%	16%	17%
	Berlin	4%	4%	5%	4%
	Hessen	7%	7%	7%	7%
	Mecklenburg-Vorpommern + Brandenburg	5%	5%	5%	5%
	Niedersachsen + Bremen	10%	10%	10%	10%
	Nordrhein-Westfalen	19%	19%	19%	19%
	Rheinland-Pfalz + Saarland	7%	7%	7%	6%
	Sachsen + Sachsen-Anhalt + Thüringen	13%	13%	12%	11%
	Schleswig-Holstein + Hamburg	6%	6%	5%	6%
	Total	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Germany, Mar'07 (n=1,053), Mar'09 (n=1,028), Mar'15 (n=1,003), and Jul'19 (n=1,000)

RESEARCH METHODOLOGY: HONG KONG

Vinitrac®

- The data for this report was collected in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Hong Kong semi-annual wine drinkers in terms of gender, age and monthly income
- The distribution of the sample is shown in the table

		Oct-19
	n=	***770***
Gender	Male	47%
	Female	53%
	Total	***100%***
Age	18-24	8%
	25-34	25%
	35-44	24%
	45-54	24%
	55-60	19%
	Total	***100%***
Monthly household income	HK$15,000 - 19,999	10%
	HK$20,000 - 24,999	11%
	HK$25,000 - 29,999	9%
	HK$30,000 - 39,999	17%
	HK$40,000 - 59,999	23%
	HK$60,000 or above	29%
	Prefer not to answer	1%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Hong Kong, Oct'19 (n=770)

RESEARCH METHODOLOGY: IRELAND

Vinitrac®

- The data for this survey was collected in Ireland in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Irish regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

		Oct-19
	n=	***1,000***
Gender	Male	48%
	Female	52%
	Total	***100%***
Age	18-24	8%
	25-34	18%
	35-44	19%
	45-54	16%
	55-64	14%
	65 and over	24%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Ireland, Oct'19 (n=1,000)

RESEARCH METHODOLOGY: JAPAN

Vinitrac®

- The data for this report was collected in July 2011, March 2015 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Japanese regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

			Jul-11	*Mar-15*	*Jul-19*
		n=	*1,004*	*1,012*	*1,000*
Gender	Male		48%	46%	51%
	Female		52%	54%	49%
	Total		*100%*	*100%*	*100%*
Age	20-24		4%	5%	2%
	25-34		14%	11%	15%
	35-44		16%	13%	11%
	45-54		21%	16%	13%
	55 and over		45%	55%	59%
	Total		*100%*	*100%*	*100%*

Source: Wine Intelligence, Vinitrac® Japan, Jul'11 (n=1,004), Mar'15 (n=1,012) and Jul'19 (n=1,000)

RESEARCH METHODOLOGY: MEXICO

Vinitrac®

- The data for this report was collected in Mexico in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Mexican semi-annual imported wine drinkers in selected cities in terms of gender, age and region
- The distribution of the sample is shown in the table

		Oct-19
	n=	*700*
Gender	Male	54%
	Female	46%
	Total	***100%***
Age	18-24	22%
	25-34	25%
	35-44	23%
	45-54	20%
	55-59	10%
	Total	***100%***
Region	Mexico DF	66%
	Guadalajara	18%
	Monterrey	16%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Mexico, Oct'19 (n = 700)

RESEARCH METHODOLOGY: NEW ZEALAND

Vinitrac®

- The data for this report was collected in New Zealand in October 2018
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of New Zealand regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

		Oct-18
	n=	*1,000*
Gender	Male	49%
	Female	51%
	Total	***100%***
Age	18-24	8%
	25-34	16%
	35-44	16%
	45-54	17%
	55 and over	42%
	Total	***100%***
Region	Auckland	38%
	Wellington	11%
	Rest of North Island	29%
	Canterbury	13%
	Rest of South Island	9%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® New Zealand, Oct'18 (n = 1,000)

RESEARCH METHODOLOGY: NETHERLANDS

Vinitrac®

- The data for this report was collected in the Netherlands in March 2014, March 2015, March 2018 and March 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Dutch regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

		Mar-14	Mar-15	Mar-18	Mar-19
	n=	1,015	1,000	1,000	1,000
Gender	Male	51%	51%	52%	52%
	Female	49%	49%	48%	48%
	Total	***100%***	***100%***	***100%***	***100%***
Age	18-24	11%	10%	10%	10%
	25-34	17%	17%	15%	15%
	35-44	17%	21%	18%	18%
	45-54	19%	18%	17%	17%
	55 and over	36%	34%	40%	40%
	Total	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Netherlands, Mar'14 (n=1,015), Mar'15 (n=1,000), Mar'18 (n=1,000), Mar'19 (n=1,000)

RESEARCH METHODOLOGY: PORTUGAL

Vinitrac®

- The data for this report was collected in Portugal in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Portuguese regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

		Oct-19
	n=	***1,405***
Gender	Male	56%
	Female	44%
	Total	***100%***
Age	18-24	2%
	25-34	13%
	35-44	19%
	45-54	20%
	55-64	19%
	65 and over	27%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Portugal, Oct'19 (n = 1,405)

RESEARCH METHODOLOGY: RUSSIA

Vinitrac®

- The data for this survey was collected in Russia in July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of semi-annual drinkers of imported wine in Moscow and St. Petersburg in terms of age, gender, city and monthly income
- The distribution of the sample is shown in the table

		Jul-19
	n=	1,017
Gender	Male	44%
	Female	56%
	Total	***100%***
Age	18-24	8%
	25-34	32%
	35-44	23%
	45-54	21%
	55-64	17%
	Total	***100%***
City	Moscow	71%
	St. Petersburg	29%
	Total	***100%***
Monthly income	10.001 - 15.000 RUB	0%
	15.001 - 20.000 RUB	0%
	20.001 - 25.000 RUB	2%
	25.001 - 35.000 RUB	3%
	35.001 - 50.000 RUB	8%
	50.001 - 100.000 RUB	23%
	More than 100.000 RUB	59%
	I would prefer not to say	5%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Russia, Jul'19 (n = 1,017)

RESEARCH METHODOLOGY: SINGAPORE

Vinitrac®

- The data for this survey was collected in Singapore in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Singapore semi-annual wine drinkers in terms of gender, age and monthly income
- The distribution of the sample is shown in the table

		Oct-19
	n=	*769*
Gender	Male	58%
	Female	42%
	Total	***100%***
Age	18-24	8%
	25-34	21%
	35-44	30%
	45-54	26%
	55-64	16%
	Total	***100%***
Monthly income	SGD7001-SGD10000	41%
	SGD10001-SGD15000	26%
	SGD15000+	34%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Singapore, Oct'19 (n=769)

RESEARCH METHODOLOGY: SOUTH KOREA

Vinitrac®

- The data for this report was collected in South Korea in October 2012, October 2014 and October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of South Korean semi-annual imported grape-based wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

			Oct-12	*Oct-14*	*Oct-19*
		n=	*716*	*997*	*1,592*
Gender	Male		55%	55%	46%
	Female		45%	45%	54%
	Total		*100%*	*100%*	*100%*
Age	19-24		4%	4%	11%
	25-34		46%	47%	18%
	35-44		25%	24%	24%
	45-54		20%	21%	30%
	55-59		4%	4%	11%
	60-64		n/a	n/a	7%
	Total		*100%*	*100%*	*100%*

Source: Wine Intelligence, Vinitrac® South Korea, Oct'12 (n=716), Oct'14 (n=997), and Oct'19 (n=1,592)

RESEARCH METHODOLOGY: SPAIN

Vinitrac®

- The data for this survey was collected in Spain in October 2018 and March 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Spanish regular wine drinkers in terms of gender, age and region
- The distribution of the sample is shown in the table

			Oct-18	*Mar-19*
		n=	*1,000*	*1,002*
Gender	Male		50%	50%
	Female		50%	50%
	Total		*100%*	*100%*
Age	18-24		7%	7%
	25-34		16%	16%
	35-44		18%	18%
	45-54		20%	20%
	55-64		14%	14%
	65 and over		26%	26%
	Total		*100%*	*100%*
Region	Noroeste		21%	26%
	Noreste		27%	27%
	Centro		26%	21%
	Sur		26%	26%
	Total		*100%*	*100%*

Source: Wine Intelligence, Vinitrac® Spain, Oct'18 (n=1,000) and Mar'19 (n = 1,002)

RESEARCH METHODOLOGY: SWEDEN

Vinitrac®

- The data for this survey was collected in Sweden in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Swedish regular wine drinkers in terms of gender and age
- The distribution of the sample is shown in the table

		Oct-19
	n=	***1,003***
Gender	Male	48%
	Female	52%
	Total	***100%***
Age	18-24	5%
	25-34	13%
	35-44	13%
	45-54	18%
	55 and over	51%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® Sweden, Oct'19 (n=1,003)

RESEARCH METHODOLOGY: UK

Vinitrac®

- The data for this report was collected in the UK in March 2007, March 2009, October 2014, October 2015, January 2018 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of UK regular wine drinkers in terms of gender, age, income and region
- The distribution of the sample is shown in the table

		Mar-07	Mar-09	Oct-14	Oct-15	Jan-18	Jul-19
	n=	*993*	*1,033*	*1,001*	*1,017*	*1,000*	*1,000*
Gender	Male	49%	49%	46%	45%	48%	48%
	Female	51%	51%	54%	55%	52%	52%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Age	18-24	9%	9%	10%	10%	9%	9%
	25-34	15%	15%	16%	16%	16%	16%
	35-44	19%	19%	18%	18%	16%	16%
	45-54	20%	20%	18%	17%	16%	16%
	55-64	16%	16%	17%	16%	15%	15%
	65+	21%	21%	22%	23%	27%	27%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Annual pre-tax household income	Under £20,000	n/a	n/a	23%	23%	12%	12%
	£20,000 - £29,999	n/a	n/a	20%	22%	17%	17%
	£30,000 - £39,999	n/a	n/a	18%	18%	19%	19%
	£40,000 - £59,999	n/a	n/a	22%	22%	19%	19%
	£60,000+	n/a	n/a	17%	15%	23%	23%
	Don't know / Refused	n/a	n/a	0%	0%	10%	10%
	Total	***n/a***	***n/a***	***100%***	***100%***	***100%***	***100%***
Region	North	n/a	n/a	n/a	25%	24%	21%
	Midlands	n/a	n/a	n/a	16%	15%	17%
	South East + East	n/a	n/a	n/a	23%	24%	23%
	London	n/a	n/a	n/a	12%	13%	13%
	South West	n/a	n/a	n/a	10%	10%	9%
	Wales	n/a	n/a	n/a	5%	5%	5%
	Scotland	n/a	n/a	n/a	8%	8%	9%
	Northern Ireland	n/a	n/a	n/a	1%	1%	3%
	Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac®UK, Mar'07 (n=993), Mar'09 (n=1,033), Oct'14 (n=1,001), Oct'15 (n=1,017), Jan'18 (n=1,000), Jul'19 (n=1,000)

RESEARCH METHODOLOGY: UK SPIRITS DRINKERS

Vinitrac©

- The data for this report was collected in the UK in October 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they have drunk gin, pink gin, vodka, rum. Scotch whisky, Irish whiskey, and / or American whiskey / bourbon in the past 12 months
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of UK alcohol drinkers in terms of gender, age, annual pre-tax household income and region
- The distribution of the sample is shown in the table:

		Oct-19
	n=	*884*
Gender	Male	50%
	Female	50%
	Total	***100%***
Age	18-24	12%
	25-34	16%
	35-44	16%
	45-54	18%
	55-64	15%
	65+	23%
	Total	***100%***
Annual pre-tax household income	Under £20,000	15%
	£20,000 - £29,999	17%
	£30,000 - £39,999	18%
	£40,000 - £59,999	18%
	£60,000+	18%
	Don't know / Refused	13%
	Total	***100%***
Region	North	23%
	Midlands	16%
	South East + East	23%
	London	13%
	South West	9%
	Wales	5%
	Scotland	9%
	Northern Ireland	3%
	Total	***100%***

Source: Wine Intelligence, Vinitrac® UK, Oct-19 (n=884) UK spirits drinkers

RESEARCH METHODOLOGY: USA

Vinitrac®

- The data for this report was collected in the US in September 2008, September 2009, October 2014, October 2015, July 2018 and July 2019
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-premise or in the on-premise
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of US regular wine drinkers in terms of gender, age, and region
- The distribution of the sample is shown in the table

			Sep-08	***Sep-09***	***Oct-14***	***Oct-15***	***Jul-18***	***Jul-19***
		n=	***2,024***	***2,073***	***2,002***	***2,029***	***2,000***	***2,002***
Gender	Male		44%	44%	50%	48%	50%	50%
	Female		56%	56%	50%	52%	50%	50%
	Total		***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Age	21 - 24		4%	4%	8%	8%	8%	8%
	25 - 34		14%	16%	24%	21%	22%	22%
	35 - 44		22%	22%	18%	13%	14%	14%
	45 - 54		25%	24%	19%	18%	18%	18%
	55-64		18%	17%	14%	17%	18%	18%
	65 and over		17%	17%	16%	22%	21%	21%
	Total		***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Region	New England		8%	8%	5%	6%	6%	6%
	Middle Atlantic		16%	16%	15%	17%	14%	14%
	East North Central		14%	13%	13%	16%	13%	13%
	West North Central		4%	5%	6%	5%	4%	4%
	South Atlantic		19%	19%	19%	23%	20%	20%
	East South Central		2%	4%	6%	5%	5%	5%
	West South Central		6%	7%	9%	9%	11%	11%
	Mountain		7%	7%	6%	6%	6%	6%
	Pacific		23%	23%	19%	13%	21%	21%
	Total		***100%***	***100%***	***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® US, Sep'08 (n=2,024), Sep'09 (n=2,073), Oct'14 (n=2,002), Oct'15 (n=2,029), Jul'18 (n=2,000) and Jul'19 (n=2,002)

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Connecting wine businesses with knowledge and insights globally

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